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## THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter Special Libraries Association September/October 2000 Volume 71 Number 1

#### President's message from Marlene Vogelsang

Welcome to another exciting year for the San Francisco Bay Region Chapter of SLA! Thank you for the honor and privilege of serving as the 2000-2001 Chapter President.

I can't imagine a more pleasing transition than ending a Chapter year with a ballgame, a rewarding SLA conference in Philadelphia, and a Baseball Caucus field trip to the Baseball Hall of Fame; then starting the new year with a September meeting highlighting two more of my favorite things — libraries and ancient Egypt!



I am delighted by the efforts, enthusiasm and creativity of the new Executive Board and Advisory Council members. Ours is a talented, dedicated and hard working chapter.

My thanks to outgoing past President Linda Suzuki and Secretary Molly Skeen who are leaving the Board. Welcome to President-Elect Maggie O'Brien, Secretary Jo Falcon and Assistant Director Chris Orr, who are joining Director Karin Zilla, Treasurer Tamara Horacek, and Past President Jeanne Fong as this year's Executive Board.

Welcome and thanks to the new and the continuing committee chairs whose planning and efforts result in our monthly chapter meetings and professional development workshops, our newsletter, our discussion list, membership directory, Website, tours and all the other activities our chapter sponsors.

Congratulations are due immediately to longtime member **Cristina Campbell**, recipient of this year's Chapter Professional Achievement Award and to **Diane Sands** at the California Academy of Sciences, who has received an SLA Scholarship to complete her MLS program. You are both assets to our Chapter and to the profession and well deserving of these honors.

Our closest sister chapters are achieving milestone anniversaries this year. Congratulations to San Andreas Chapter on its 20<sup>th</sup> year and to Sierra Nevada Chapter on its 25<sup>th</sup> year.

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- I've been compared to many things, but never a **spotted owl**, page 15.
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Special Libraries Association

#### **SFSLA** Bayline

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#### From the editor's desktop...

This issue of *Bayline* is chock-full of interesting, educational, and entertaining articles, for which I personally can take absolutely NO credit whatsoever. They have been merrily flowing into my email inbox, with no nagging required. This is a situation that warms an editor's heart, as there have been many times when I've had to beg for submission — a position with which I am not entirely unfamiliar, and which does have a certain charm in certain other situations...but I digress.

Welcome to all our new Board, Advisory Council, and committee members—they've got a lot of exciting things planned for the upcoming year! Take a look at the Calendar on page 26 as well as the program fliers inserted into this issue. (I hear a rumor that there's some surprise entertainment on the agenda for the September dinner meeting!) Read about some programs you may have missed on pages fifteen through twenty. And, further cementing my role as the "Entertainment Editor," check out Alice Egan's lighthearted look at our forefather Melvil Dewey.

By the time you're got this issue in your hot little hands, it should also be available on the Website in PDF format. (I've *finally* figured out Acrobat Distiller! Yay!) I'm sure Web committee chair Nick Robinson will have all sorts of other enhancements in the works as well.

Drop me a line at eris@wco.com if you have any comments about *Bayline* — suggestions for

articles or features, good librarian jokes, etc. It's here to serve YOU!

#### Copy deadlines for 2000/2001

Nov/Dec	October 6
Jan/Feb 2001	December 1
March/April	February 2
May/June	April 6

Email copy to *eris@wco.com*. Voice: 707-778-9114; fax: 707-765-2076. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <a href="http://www.sims.berkeley.edu/sfsla/">http://www.sims.berkeley.edu/sfsla/</a>

#### **Jobline Information**

Our Chapter has assumed responsibility for the Jobline, online at http://www.san-andreas-sla.org/sa/jobline/jobline.htm. For more information, contact Debbie Sommer at 415-386-4765. To list a position, email her at djsommer@slip.net.



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Congratulations at the Association level to Richard Geiger at the San Francisco Chronicle, who has been elected to a three year term as SLA Treasurer. Good luck to Bill Fisher, at San Jose State University, who is running for the office of SLA President. I look forward to hearing more from both about SLA business over the year.

Also in SLA news, Executive Director **David Bender** has announced his retirement effective next year. A search is already underway to select a successor. Congratulations to Dr. Bender on a twenty year career with SLA and best wishes for his next endeavors.

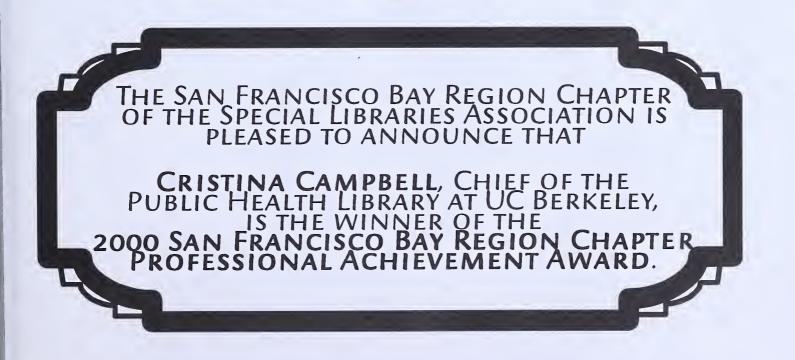
It is important to me that our chapter members keep lines of communications open. To that end I encourage you take advantage of several online resources. Please make frequent use of the Chapter website at http://www.sims.berkeley.edu/sfsfa. You'll find Chapter business information, upcoming meeting notices, and selected articles from *Bayline* posted there.

I also encourage you to subscribe to our discussion list. It is a great way to keep in touch! It includes **Nancy Adams**' great networking information on classes, workshops and Websites; reminders about our meetings and events; and gen-

eral chat about Chapter-related news or questions. Information on subscribing is available on our Website.

SLA has an informative Website as well. It will be refreshed with a new look later this year, but take a moment to go to www.sla.org and become familiar with its resources. Be sure to check your personal information in the Members Only section and update if necessary. That's the information that we will use to produce our print directory this fall, so please make sure that your own data is correct. [Editor's note: this info is used for mailing *Bayline* as well!]

I cordially invite you to become active in the our Chapter by coming to meetings or getting involved with a committee. If you have any questions or concerns, you are always welcome to contact me at mxv6@pge.com or 415-973-7206. Enjoy this year with me!





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#### We Need You!

by Marlene Vogelsang

Are you looking for opportunities for professional growth? Are you interested in contributing to our profession? Our Chapter works because we do. As committee chairs and members, we plan programs and organize meetings; we write, edit and produce *Bayline*; we develop, update, and maintain our Website; we raise funds and manage the Chapter's finances; we arrange for tours and speakers.

We need you and your skills to help our Chapter stay vital and meaningful to all of us. Have you been thinking about getting involved in Chapter activities? Now is a great time to make that decision to volunteer for Chapter committee work. It is an opportunity for creativity and learning new skills, as well as working with your colleagues.

I asked several active Chapter members why they stay involved in Chapter activities. I'd like to thank them for taking the time to reply and share some of their thoughts.

"...I thought for a long time about volunteering...what got me motivated was the fact that I wanted to attend local professional development workshops/seminars that met my needs as well as the needs of my colleagues. I loved meeting people I'd not met before and the feeling of bringing needed professional growth to our members..."

#### -- Deborah Hunt

"I have gained so much from my Chapter involvement. It has provided me an outlet for working as part of a team with a common goal, an opportunity to work on organizational and leadership skills and a network of really terrific colleagues....and I discovered some incredible resources within the Chapter, people I might not have had much contact with otherwise." -- Roberta Fagin

"Volunteering allows one to be connected to the organization in a stronger way, to provide input and shape future directions, as well as give back to the group." -- Debbie Sommer (Debbie, I might add, is a friend and colleague from my first day at graduate school at San Jose State. She encouraged me

from the very beginning to join the Association and to become active.)

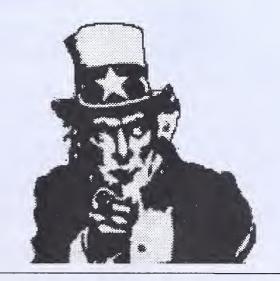
I took Debbie's advice to heart and volunteered early and often. I've learned how to work as a committee member as well as how to run one. I've learned how to ask! I've learned how to delegate! I've had the pleasure of interviewing Chapter members for the newsletter and writing both the "New Members" column and "Kaleidoscope." Tours Committee was one of the most fun. I planned visits to libraries and facilities that were fascinating to me.

I've met colleagues who knew the answer and, more than once, made me look really good at work. I've met wonderful, talented people, some who have become very close friends.

Consider joining a committee this year. We welcome new Chapter members and those of you who have been hesitant to get involved. It can be a most rewarding experience and lead to unexpected treasures.

Please use the volunteer sign up in this issue, or check the website, www.sims.berkeley.edu/sfsla. You can call me at 415-973-7206 or email mxv6@pge.com. I look forward to hearing from you and working with you.

A final thought, with thanks to Deb Hunt, "... my advice to reluctant members: Get involved and you'll meet lots of nice people, learn a lot and never worry again about attending any Chapter function and not having a lot of people to talk to!"



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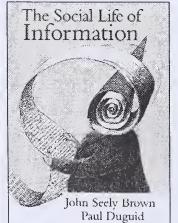
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#### **NetTalk**

#### The View Through Web Portals

by Kate Manuel

For this, my first NetTalk column, I'm going to get personal. Personal in the sense of talking about the proliferation of customizable Web sites and applications, that is. As the Internet and intranets have grown, adding information resources and information users, people increasingly look for just enough content to meet their needs, as well as 'Nets that look and function according to their preferences.

The possibility of customizing Web sites has, of course, been "flavor of the month" in years past. (Think of the 1997 Internet World meeting.) Thus I brought some skepticism to my summer meetings, where I heard various speakers touting personalization and portals. The fact that I heard speakers at a library instruction conference, at a serials conference, and at ALA going on about customization began to convince me that, this time, the possibilities are being realized; but what really made me a believer was my new iMac with Netscape 4.7 and Internet Explorer 4.5 browsers. Both allow users to affect not only cosmetic things – like fonts or link colors – but also pages' language and response times.

Here is an overview of selected customizing, personalizing, and portal options – and why they matter to us as information seekers and providers.

Unlike the technologies of a few years ago, which were chiefly employed by e-tailers to track customers' selections and then email them about related products, today's personalization options are invoked by the customer/information seeker. Some are no better than their data-collecting, sales-seeking predecessors, but others do provide users with valuable options.

Perhaps the simplest personalization technologies are email notification services. After selecting the information desired, users sit back and await its appearance in their in-boxes. Many publishing companies, like Wiley, offer such services, which help with collection development when you know what, and from whom, your library wants. Other email

notification services alert researchers to new documents' arrival in Web databases of full-text documents. The ArXiv e-print server at Los Alamos National Laboratory gives scientists the option of daily emails abstracting recent postings. By allowing users to specify their interests narrowly (astrophysics instead of physics), such services provide more targeted and manageable results than tables of contents or current awareness services. Many notification services let users determine the frequency of emails. Fatbrain.com will provide daily, weekly, or monthly updates, while Moreover, a news site, offers daily or weekly updating.

Other technologies provide individualized interfaces to Web sites and services. Versaware's eBook City.com site enables one to organize e-books by category on separate "shelves," creating a personal library. My Yahoo! delivers personalized stock quotes, sports scores, news, Web resources, weather, maps, and directories. Even more exciting about My Yahoo! is the fact that you can build into it search options, links to selected Yahoo! directory categories, bookmarks, saved searches, and a tracker of new Web sites added to selected Yahoo! categories. These latter options make My Yahoo! a powerful information retrieval tool, not simply a selective news service.

Other Web portals, including Excite, Infoseek, and Lycos, provide similar services, as do some academic libraries. MyLibrary at North Carolina State

lets users control background and banner colors, as well as create personal listings of Web links, reference materials, bibliographic databases, electronic journals, and librarian con-



tacts. MyLibrary also enables global messages-ofthe-day and personal messages from librarians "pushed" to users. MyLibrary or MyGateway services (as the University of Washington calls its version) fulfill obvious needs at universities, where more of the resources in standard alphabetical listings of databases are inapplicable to individual needs than are applicable. Even in a library serving a small corporation, resources are listed for managers that not of interest to researchers.

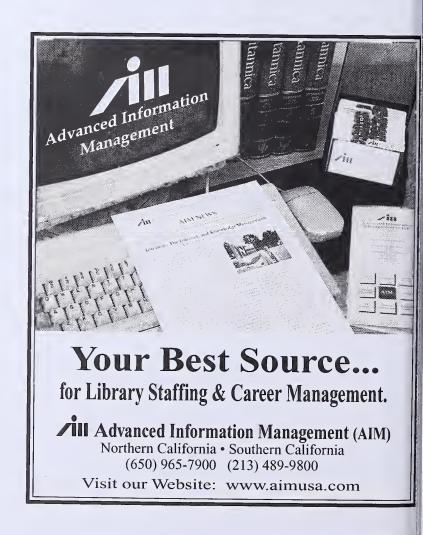
Other personalizing services bring together just the content you want from various Websites, saving you the time of visiting multiple sites. Launch Media uses listeners' preferences to bring together music and videos from sources like Warner Music, Sony, and EMI, creating the equivalent of a radio station playing only one's favorites. CRAYON, Create Your Own Newspaper, provides a similar service for online news sites, bringing together headlines from selected international, national, local, and topical news services. If your patrons want the latest news from India or on information technology, this is the site for them. It provides easy, desk-top access to what in-house clipping services furnished only with difficulty. A variant on these services which assemble content from various sites is Backflip, which searches only sites you've selected. Backflip constructs a directory from your bookmarks and Internet favorites; it also captures the full-text of these pages, enabling keyword searches of just those sites. (Backflip intends to introduce keyword searches of every page you've visited, regardless of whether it's been bookmarked, soon). BuzzNotes is another personalized search engine; it improves results of future searches by analyzing your responses to prior results.

Finally, there are corporate portals. Personalized corporate portals have been called the last stage of intranet evolution, and Yankee Group predicts the business portal market will reach \$1.2 billion by 2003. Customized business portals are more than MyLibrary gateways, as they can include personal tool bars, maintain connections between resources, and track personal expertise essential to knowledge management. Proctor & Gamble's Information Technology division created personalized portals for employees, with individuals' information categories, decision-support graphs, news feeds, and personal

tool boxes. Providing information resources along with the tools individuals use in processing them is key to corporate portals: while one person may migrate information into Access, another may prefer Excel. Other corporate portals, like BP Amoco's Connect intranet system, include personal pages, where staff detail their strengths and interests, so that expertise can be easily tapped.

Personalization options, of course, bring with them concerns about privacy, system requirements, and resource usage. Despite concerns, however, personalizing opportunities remain promising ways of coping with the growth of the Internet. Information seekers see the value of tools giving them only the resources they want, organized exactly as they want. For this reason alone, customizable Websites and applications will keep on proliferating.

— Nettalk editor Kate Manuel, librarian at California State University - Hayward, can be reached at kmanuel@csuhayward.edu.



#### **New Members**

by Beth Fain

Over the last six months the Chapter has welcomed 20 new members. Our new members are an interesting group; they have diverse backgrounds and have taken varied paths to reach their current job destinations.

Patricia Davis (Pat) works at the Chiron Corporation in the Library. Pat is responsible for Serials check-in and distribution, but considers that the broader scope of her job is working with the Library staff to ensure the continuity of the collection in both paper and electronic formats.

Pat comes to library work with an eclectic professional (and personal) background. She has a BA in English from California State University at Los Angeles, and a Masters in Public Administration from USC. On her way to the Chiron Library, Pat had five jobs last year, including a Library Assistant position with the Oakland Public Library. She also worked for a library software company in Emeryville.

Pat says, "I absolutely appreciate this opportunity to impact the future of libraries in such a direct application as the corporate setting. It is in the special library, I think, where the collision of paper and electronic is truly felt, and the outcomes will be realized. I see it as a way to return USC's investment in me (they funded my graduate education), and to make a contribution to the continued learning experience so essential to good progress."

Kim Simmons has worked at the J. Hugh Jackson Library in the Graduate School of Business at Stanford University since 1990. Kim's official title is Research and Special Projects Librarian, but she is currently Acting Information Services Manager and enjoys both roles. Kim finds special projects satisfying because they provide variety in daily work and are a great way to learn new and different skills. The increased reference service and Web authoring involved in managing information services helps keep those skills up to par as well. Every day Kim learns a little more about what's out there and how to find it.

Kim attended San Jose State University, where

she also worked as a student supervisor in the Media Services Dept. of the Clark Library, and served a brief stint as Co-Director of the Information Center in the Environmental Studies Dept. As for non-library work, Kim spent three years as a radio air personality in Honolulu, working in light and hard rock and jazz formats. Jazz was the most fun, but librarianship is better.

Kim just read Mia Farrow's autobiography, What Falls Away, and was pleasantly surprised by the quality of her prose. It seems there is considerably more to her than multiple adoptions and infamous custody scandals.

**Daniel Scott Angel** is a Senior Analyst for EoExchange, Inc., a company providing B2B (business to business) information management services. Daniel has 21 years of experience in the information management field in academic and public libraries (including children's services) and now he has made the move to the corporate world. He received his MLIS from San Jose State University and has a Ph.D. in psychology with five years clinical experience working with HIV related issues. Past research areas have included personnel in AIDS service organizations and adoption issues in gay and lesbian families. His major interests in information science include end-user psychology and interface design. He just finished Ann Lamott's book Operating Instructions, the journal of her son's first year and is anticipating his first arrival anytime now.

He is a fan of Florence King and *Confessions of a Failed Southern Lady* is his favorite. Two of Daniel's movie favorites are "Fargo" and "The 5000 Fingers of Doctor Terwilliker," the only live action film based on a Dr. Seuss book.

Karen How is VP Operations at TradeSpeak.com (www.tradespeak.com), a virtual library of educational documents designed to meet the information needs of "knowledge professionals." The company hosts white papers, articles, research

reports, case studies and other material in the fields of Information Technology, Science & Engineering, and Business & Management. In May, Karen and various members of TradeSpeak.com had the opportunity to meet other SLA members for the first time at the Giants game at the Pacific Bell Park in San Francisco. At TradeSpeak.com, Karen manages content development and customer service. Previously, she worked at KPMG LLP in Mountain View as senior manager and office director of the firm's Silicon Valley economic consulting services practice. Karen has a Masters in Economics from London School of Economics and a Bachelors from Georgetown University.

Marlene Harmon has been a Reference Librarian at Boalt Hall Law Library at the University of California, Berkeley for the past 10 years. She enjoys providing traditional and online legal reference services and instruction to faculty, students and the public. Before coming to Boalt she was a librarian at the law firm of Thelen, Reid (then Thelen, Marrin) in San Francisco for 8 years. She received her MLS from the School of Library and Information Science at the University of Washington in Seattle. Marlene says, "I love to read, and I tend to read a variety of things - mysteries, biographies, travel essays, etc. I'm currently enjoying the fourth Harry Potter (Harry Potter and the Goblet of Fire) with my kids."

Jonathan Silver (Jon) works at DNAX Research Institute in Palo Alto. DNAX, a subsidiary of Schering Plough, is a biotechnology research facility where molecular and cell biologists and immunologists conduct research into regulating the immune system and preventing the initiation of the body's allergic responses. Jon manages the corporate Intranet and the library. Jon maintains the Intranet, writing, editing, and loading most of the new content. The library staff is responsible for maintaining the book collection and online and print journal subscriptions, doing patent and other scientific literature research for various scientists, and overseeing the issuance, filming, and storage of lab notebooks.

Library and Information Science represents a career change for Jon. After getting a BA in Sociology from UCSB, he worked for Performance Bike Shop and Cambridge SoundWorks, respectively. After many visits to the Career Action Center in Cupertino, he investigated this field. He applied and was accepted to SJSU's School of Library and Information Science for the fall 1997 semester, and graduated in May 1999. He worked part time during school at Varian Associates in the library, and shortly after graduating from library school, accepted a position at DNAX. Films seen recently include: "Run Lola Run," "High Fidelity," and "The Negotiator." Books read recently include: The Professor and the Madman, Smilla's Sense of Snow, and The Shipping News.

— New members who haven't been interviewed for this column, please contact Beth Fain at bfain@ncal.verio.com so we can start getting to know you!

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#### Kaleidoscope

by Elyse Eisner

Librarians in space! Cyberspace, that is. **Debbie Sommer**, who returned from New Zealand in April, assisted in the cybercast of the WOMAD music festival in Seattle at the end of July. Debbie handled the cybercast of the celebrity chat session, then assisted the production crew. WOMAD (World of Music and Dance) was started by Peter Gabriel about 10 years ago, and will be held next year in Sicily (if funding comes through).

Christine Harris, Chair of the Mailing Committee, has left the ABAG-MTC Library to become head of the Aviation Museum library at the new SF Airport international terminal. The museum is scheduled to open in late September, and the space it will occupy will be a replica of the 1937 international terminal. The library collection is focused on the history of commercial aviation, especially in the Pacific. While preparing to move into the permanent space, the museum is located in Burlingame. You can contact Christine at 650-652-2732 (e-mail christine.h@sfoarts.org), and you can learn more about the museum at www.sfoarts.org. I hope there's a tour in our future!

Editor Eris Weaver reports that Redwood Health Library has just been awarded a grant from the National Network of Libraries of Medicine for expanding access to medical information in the community. As part of that grant, Redwood Health Library will be partnering with other Petaluma institutions — schools, public libraries, the Petaluma CyberCity Roundtable, etc. — and Eris will be teaching workshops on how to access and evaluate medical information on the Internet, in particular how to use the National Library of Medicine databases.

Alice Sullivan has abandoned the Bay Bridge commute for the 680 corridor. Alice started at Lawrence Livermore Lab on June 26 as a Technical Information Specialist. As part of a team of reference spe-

cialists, she is doing reference and research projects. She loves the commute compared to the previous one into SF every day and is enjoying learning new things. Contact Alice at 925 422-7969 (email sullivan17@llnl.gov).

Who says you can't go home again? Angie Brunton attended a family reunion in Minnesota during the summer. While there, she visited her birthplace, Lisbon, North Dakota, where the house in which her father was born is now in a city park. This was Angie's first visit there since she left at age 6, so her elderly aunt who still lives in Lisbon was surprised to see her and her siblings! In late September, Angie will be off to Orlando with the Sweet Adelines. Wearing black velvet skirts and vests with red dancing shoes, red sleeves, and red bow ties, the 120 singers will compete internationally and expect to acquit themselves with honor. The trip will conclude with a visit to Disney World.

And the envelope, please! Chapter President

Marlene Vogelsang entered the PG&E Energy
Resource Center's print and nonprint materials in
the Marketing swap and shop at the annual SLA
conference...and won first place in the nonprint
materials category and second place in Website
demos in the Solo Libraries division. At deadline,
Marlene had not yet received "official" notice, but
she read about her achievement in the latest issue of
MLS...Marketing Library Services).

Conference fun: members of the Baseball Caucus enjoyed a field trip to the Baseball Hall of Fame and an incredible behind-the-scenes tour of the Library there. Several people tacked on a little personal travel as long as they were in the neighborhood: Cris Campbell visited Beth Edelstein in Washington, DC; Terry Dean was met by her daughter Dara and traveled to New York City (Dara's first

visit), where they shopped Fifth Avenue and SoHo, saw a stunning production of "Cabaret" in what used to be Studio 54, and were amused by decorated styrofoam cows scattered around the city (ask Terry to show you her photo of Lady Godiva Cow); Bruce Thomas, directory chair, also made his first visit to NYC, where he stayed in the East Village at a "bed and coffee" (sort of like a bed and breakfast, Bruce says, but they're too cheap to feed you breakfast). Bruce and Terry both mentioned their surprise at how clean New York was, but agree that the weather is better here. And here's a subliminal message (or did I just give it away?): Bruce reminds us all to check our directory information on the SLA Website to insure its accuracy – he would like to get our Chapter directory out early this year and needs your help.

— Send your news tidbits and gossip to Kaleidoscope editor Elyse Eisner at eeisner@taylorlib.com.

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#### **Program Notes**

#### Weirdly Wonderful -- Librarians as Spotted Owls

by Jo Falcon

"Information Ecologies" was the title of **Bonnie**Nardi's talk for the San Andreas chapter's February
16th meeting in San Mateo - and she meant it literally. An anthropologist as well as an MLIS, Nardi drew on analogies from the work from biologist E.
O. Wilson and Nobel chemist Ilya Prigogine to illustrate how the position of information specialists in a society can be diagnostic of that society's health or impending failure.

This talk, and the book of the same name, came out of the ethnographic study Nardi conducted at the late lamented Apple library as part of an effort to develop computer-based "intelligent agents" that could doreference and research as effectively as human librarians. Some of the background can be found at her homepage, http://www.best.com/ ~nardi/default.html. Yes, it does sound like "Desk Set." And some of her conclusions echo those of the film: it's not simply a matter of finding The Answer, but of helping the patron to refine the question, finding the type and level of technology that best serves the search, and then choosing — from a number of acceptably 'correct' answers — the one that best fits the questions behind the question, and the needs the user hopes the information will fill. As anyone who's tried to Ask Jeeves knows, technology alone can't do that.

In effect, what we do is mediate between people and technology, recognizing - as "intelligent agents" can't and aren't likely to - that both sides of that equation are informed by values too complex to program. An information resource center is an integrated system of people (librarians and clients), technology at various levels, information-management practices (reference interviewing, cataloging, etc) and values (information access, privacy, service, and respect for the uniqueness of the question). "The values seemed to me," says Nardi, "to be very clear. And they're what make librarians so weirdly wonderful." We are not a McDonalds's of information, defaulting to the lowest common denominator, but instead we offer client-specific service engaged

with local circumstances and provide a human orientation to information access. We may, she hypothesizes, be the last customizing profession, a theory also explored by Cynthia West in The Techno-Human Mesh (forthcoming; summarized at http://www.cynthiawest.com/texts.html). Our work honors complexity. We and the open-source software movement are the standard-bearers for extensibility, diversity, creativity - the values that promote robust, diverse ecologies.

There's that word at last: ecology, the relationship of beings to each other and to their environment. Nardi points out several parallels to ecology in the biological sense: the co-evolution of its members as they influence each others' growth, the adaptation to local conditions, and the need for a diversity of species. She paraphrases what naturalist E.O. Wilson has said in Biophilia and other writings: the most stable ecology is the most complex, the one in which a rich web of relationships exists. Such systems are marked by the presence of "keystone species," without which the ecology falls apart. For example: oaks may look likethe dominant life form in a forest, but the scrub jays that spread their seeds are the foundational species without which there is no forest. Extinction of the keystone species brings down the whole system in a ripple effect. Another form of keystone is the "indicator species": spotted owls matter because their failure to thrive shows that the system is so depleted it can no longer sustain its higher life-forms.

To Nardi, we are the keystone species of the information ecology. "Ever since papyrus," she points out, "librarians have been crucial in bringing technology forward." But we are also able to think critically abouttechnological change - not just information technology, but issues such as cloning, Frankenfoods, gene tailoring, that are brought to us as questions. Because of our role of "mediating the questions," we are often dealing with human values and technological change "in ways notably lacking

in schools," Nardi notes, "where tech is often brought in for its own sake."

Back to that Ask Jeeves comparison: the technology that drives "intelligent agents" works by generalizing. If this URL is mathematically determined to be The Answer for a question characterized by that keyword, it's The Answer every time that keyword comes up. Not in real life, says Nardi, where "the actual effort is in making sure you know what the client wants. Thirty searches for one user are easier than doing the 'same' search for 30 different users." And this observation led her to a biological analogy from Ilya Prigogine, Nobel for Chemistry in 1977, about the social organization of ants and termites. Complexity is localized at the individual level, he states; smaller societies function well because there's room for the individual to think and act. The larger the group becomes, the more limited is the ability to think and act individually - and remember that in the enormous, monolithic societies of termites and army ants, the individuals are blind. It's not hard to see a blinding effect in the dumbing-down of inquiry by "intelligent agents."

In contrast, a good reference interview is a process of clearing the vision — lifting away layers of confusion and inattention to find the real information need. The attention and iterative reflection involved in unwrapping a question's core remind Nardi of yet another nature writer, Annie Dillard, who speaks of the effort needed to really SEE a stone, or a flower — the importance of staying awake to the experience, even talking a running commentary to yourself on what you see so you cannot take it for granted. We're at a difficult place for that, since seeing clearly is more difficult at times of rapid change. But if we spotted owls don't, who will?

For further reading: Bonnie Nardi covered similar issues in a talk last year at the Library of Congress, available online at http://lcweb.loc.gov/rr/digiref/nardi.html

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#### **Professional Development**

#### Spring Video Conference: Exploring the Possibilities

The April 27 SLA Distance Learning Video Conference presented a fascinating and timely overview of information portals. The video conference, sponsored by Factiva (A Dow Jones Reuters Company) was held at the Alameda County Conference Center in Oakland.

Thanks to our 1999-2000 Professional Development Committee: Claudia Fenelon, Beth Graham, Debbie Jan, Ginny Woodis, and Rita Evans for their work in arranging for this event. Rita served as on-site facilitator as well.

The program featured pre-event work including several excellent articles discussing portals, onsite pre- and post-broadcast discussions, and an interactive Q&A during the satellite broadcast itself. The broadcast panel participants included Susan Klopper, Director, Andersen Business Research Center, Arthur Andersen LLP, Howard McQueen, McQueen Consulting and Steve Arnold, Arnold IT. Anne Caputo of Factiva served as moderator.

Susan Klopper defined Web portals as personalized gateways to both structured and unstructured data, aggregating both internal and external data, providing both analytical and reporting functionality. She talked about the four C's that make up a portal: content, commerce, community and customization. There are horizontal portals, such as Yahoo! and aol.com that serve a wide audience with full range of content, services and applications. There are also vertical portals that target a specific audience for content relevant to a particular market, such as pets.com or sportsline.com.

The value of an information portal lies in its ability to serve as a personal, multi-dimensional map to knowledge. Portals can be used to build relationships organized around knowledge and social networks. They provide a shift from content to context as data can be mined and reused according to need. Portals also facilitate content management and they can provide a knowledge management environment where data aggregation is combined with personal knowledge through knowledge worker collaboration.

The framework for developing corporate portals involves familiar skills, including identifying users and information needs, designing taxonomies or classification schemes, identifying internal and external data sources and integrating new portals with existing resources.

Howard McQueen reviewed the components of portals and looked all too briefly at navigation options, content architecture, categorization systems and content management issues. He described portals as capturing metadata, brokering content and bringing personalized content to the user. He also talked about the resources necessary to develop and maintain a useful portal and pointed out the expertise needed to make them work. He mentioned various portal software developers, including Semio, Autonomy, Verity and Excalibur, and their products.

Successful portals require "champion support" and ongoing audits of technology. Howard reminded viewers that due to quickly changing technology, only 40-60% of software will last more than two years. He also pointed out that it is imperative to expose content and to de-emphasize searching, to keep content current and fresh to attract users.

The third panel member, Steve Arnold, looked into the future of portal technology. Some concerns Steve mentioned included soaring user expectations, vast numbers of Web pages available and email use doubling every six months. (No wonder my inbox is so full!)

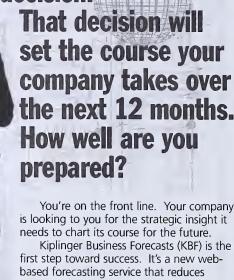
He pointed out the need for a new term to describe and extend library services, as our traditional functions remain while portal technology offers new opportunities. 24/7 information service is now a reality. Personalization allows users to be greeted by name. Rich media can provide text, audio and video for the "information mosaic". Steve was excited by portal technology's ability to personalize and customize the user interaction. He pointed out features of My Yahoo and Amazon.com that information professionals might consider as they plan their portal services.

SageMaker, with licensed content from over 2000 publishers, was mentioned as an example of a portal with a combination of internal and external content. SageMaker provides not only personalized viewing, but also detailed usage reports, allowing administrators to determine who is using what kind of information and to "tune" the portal to meet the needs of users.

During the presentations, breaks were scheduled to allow for questions to be called and faxed in. Our own Debbie Hunt got through with a question about evaluating portal software. After the speaker session, our site's participants answered a series of questions and prepared an Action Planning Form, outlining steps to take in implementing our own information portals.

This excellent professional development activity was rich in content and organized to provide a real learning opportunity. It was not just talking heads, but a thoughtfully planned and interactive session. I highly recommend that readers consider attending other SLA Distance Learning video presentations.

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How do you send an e-mail message to all members of our Chapter quickly and easily? Once you subscribe to the SLA-SF discussion list, sending and keeping up with news and events in our chapter couldn't be more simple. Haven't heard of the discussion list? Just point your Web browser to http://sims.berkeley.edu/sfsla/organiza/disc list.html for easy-to-follow instructions on how to subscribe and information on what types of messages are appropriate for the list.

Past postings have included ILL requests, news of upcoming workshops and events, and calls for help in answering difficult reference questions. I promise you that your email inbox won't be inundated. I'd like to see some soapbox type discussions taking place on the discussion list. Do you have an information-related passion or burning question that you'd like to share with colleagues? The discussion list is the perfect forum when you can't see everyone in person. (There is just not enough time at those monthly meetings!)

Questions or suggestions for the discussion list are welcome. Email them to Debbie Hunt, Discussion List Owner, at dhunt@exploratorium.edu.

#### SAN FRANCISCO BAY REGION CHAPTER est. 1924



The Professional Development Committee, SF Bay Region Chapter presents: A late afternoon session

with

#### Lynn Silipigni Connaway, Ph.D.

VP, Research and Library Systems, netLibrary

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Dr. Connaway is a frequent speaker at national industry meetings and conferences. Prior to joining netLibrary, she served as director of the Library and Information Services Department at the University of Denver. She is a researcher and former professor of library and information science with expertise in information cataloging and classification.

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Deadline for reservations: October 3. Space for this program is limited and there will be NO on-site registration. ------Detach and Mail this portion with your Check------Detach and Mail this portion with your Check-----Name: Telephone: SLA Member: Employer/Affiliation: Check Enclosed for: \$ Please make all checks payable to: SLA-SF Bay Region Chapter Who is paying for your attendance at this program? I am My employer Self Employed





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- 7:00 TO 8:00 P.M. BIBLIOTHECA ALEXANDRINA: THE REVIVAL OF AN ANCIENT CONCEPT was created in 305 BC by King Ptolemy Soter. The New Bibliotheca Alexandrina, www.bibalex.gov.eg, is scheduled for an inaugural event in 2001 Inspired by Alexander the Great's determination to study and learn from the people and lands he conquered, the Library of Alexandria

Professor Rosalie Amer, Systems Librarian, Cosumnes River College and Adjunct Faculty in Humanities and Religious Studies, California State University, from 1967 to 1969. She has been teaching Islamic studies and culture since the 1980's. Sacramento, was a Fulbright grantee at the American University in Cairo in the 1960's and served as Acting Director of the University Library

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**CALTRAIN** 

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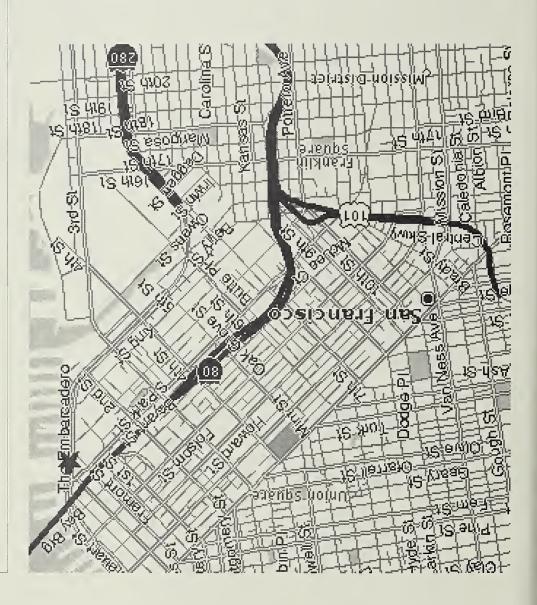
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Terminal—about 0.25 mile. Walk east from the Transbay **TIZNART DA** 

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Broadway, right on Embarcadero. Mess, right on Van Ness, left on Lombard St. exit, Lombard to Van From the North: Golden Gate Bridge,

 $3^{rd}$ , left on Brannan to Embarcadero. Street exit, Harrison to 3rd St., left on From the Bay Bridge: take the Harrison



#### **Enhancing Your Value: It's Personal**

by Jeanne Fong and Susan DiMattia

At the June SLA Annual Conference in Philadelphia, I attended a really motivating program that focused on promoting within our organizations the value of what we bring to our customers and to the organization. The program gave tips on creating the the kind of messages that need to be delivered, selecting the target audience, and determining the best method and forum for delivering the messages. Moderator Susan DiMattia (Corporate Library Update, Cahners Business Information in New York, and current Past-President of SLA) introduced the program as the first step in a new, ongoing effort by SLA to give SLA members the kinds of information and tools that we can use to create and communicate these types of messages in our workplace.

The program featured three speakers:

Phil Greene, EBSCO Subscription Services

Lucy Lettis, Arthur Andersen, U.S. Business Information Network and a Director on the SLA Board of Directors

**Olga Wise**, Technical Librarian for Compaq Computer Corp., Telecommunications Platform Division

Phil Greene shared his success in creating an image for a product and a perceived value for that prodect. He described himself as retired but still working; listening to him, I thought that it would be difficult for someone like Phil to ever fully retire. He clearly loves what does and did a superb job demonstrating how he uses his passion to communicate the value of his services. The points I remember most vividly from Phil's presentation:

- "I love the excuse 'I don't have time.' If you don't have time today, you're going to have tons of time tomorrow?"
- Everything starts with a sale. Your library started with a sale when somebody said, "We ought to have a library." It starts with a study of the market, or it will fail. Study the needs, know what's going on, and what the individual client does and needs. Have a solution that helps them do it better. The sales process never ends. EBSCO has a slogan, "Our best prospects are our current clients." Your ability to grow that client and get new customers depends on

the sales job you do and the advocacy they do in return. It's not a dirty word to say you sell.

- Know your market at all levels. Some sales people think you should go right to the top, to get the highest person on your side. Others think you go in at the level of the user, and let them get enthusiastic and sell up. "There is someone at a high level who needs to know the benefits of what you do. Identify that person."
- Communicate to all levels at all times. It's not a one-way street or a one-shot deal. If they announce they are closing the library, look for a job: it's too late to do anything. You have to have been doing it all along.
- Communicate, communicate, communicate. Don't ever give up. It's little things that make a difference.
- "Everything we need is free on the Internet." If we all sit back and let people think that, guess what? There are going to be people with no information, because it isn't all free and on the Internet, but we're all going to be out of business.

The second portion of the program was a panel format with Lucy Lettis and Olga Wise. They too spoke with considerable passion and zest for what they do. They exuded the strong self-confidence that comes with being highly skilled librarians. Below are notes of some of the ways they have used to enhance the perception of her value to the organization.

**OW:** Change is hard. You get bought, sold, or have "reorg du jour." Everybody wants a piece of our job. The only way to survive is to relax and accept it, live with it. If you have a problem, everyone else has it too, from a different perspective. We will still be doing whatever we want to call our profession, as long as we believe in it and can keep our heads above water.

LL: As Jack Welch of GE said, "If you're not feeling confused, you don't understand what is going on." Our clients need us as consultants, as intermediaries. Capitalize on change. Change is our friend. Be proactive. Try to find ways to lead the change and be a catalyst for change.

OW: I have deep belief that what I do is important. I'm not going to worry about the labels that are attached to it. I keep finding new ways to express what I think is important. The bottom line for me is that I believe that human beings are curious and always looking for more answers and information. Our training and outlook make us uniquely prepared to help with that human desire. And don't let people who don't know how to do it think they do. It's sexy now that it's on the Internet, but it's so primitive compared to what I did years ago. The difference is that we knew about it then and they didn't. Now that they know about it, they think it's cool. Realize what our strengths are, and don't let other people take them away, and we'll be fine.

LL: Focus on your internal customers and clients. Make them look like heroes. How can they not love you if you do that all the time? They walk into presentations with synthesized summaries. We make them experts fast.

LL: Time is money. Everyone can relate to that concept. We can do in a few minutes what they might spend hours trying to do. I have planted a concept in the language of our New York office: "Abide by the fifteen minute rule." If they search products which we have put on their desktops for fifteen minutes and haven't found what makes them happy, that's the break point. I haven't done a scientific study, but they believe that that's the point at which it is more cost effective for them to come to us.

OW: I show new hires what resources are in the library, then I say, "And now that you've met me and know who I am and where I am, you no longer can go to a meeting and say 'I don't know.' You know you have someplace to go if you don't know. There may be some things I don't know, but part of selling is exaggeration!

**OW:** My objective every day, in the multitude of interactions I have with people, is for them to go away with the feeling that I am indispensable, whatever it takes. Twenty-five percent of what I do is sales. Don't be self-effacing.

LL: Self-effacing is a mistake. We should all collect and make use of the testimonials. Don't erase it, send it up.

OW: When someone is leaving and says I'm what they will miss most, I ask them to say that in the exit interview. If they thank me for a good job, I ask them to write my manager. I don't let them just say it to me, because I know they [management] need to know too.

LL: Constant reminders are helpful. Senior management needs to see your name frequently. Not enough to make them sick of you, but frequently. Pass on success stories—patents, new client. Write your own testimonial. It makes my boss look good if I'm doing good things.

LL: Scope out your audience. What is closest to their hearts? What is their button, and how can you push it? We all have peaks and valleys in our energy, but it's a mistake to say you don't have time.

"I don't have time" may mean "I don't want to."

In closing, Susan reminded everyone that enhancing and communicating our value is an important, ongoing process. There are some things that will work and some that won't, but if we don't try, we won't know which is which.

— Susan DiMattia is SLA Past-President; Jeanne Fong, International Documents Librarian at UC Berkeley, is SLA-SF Past-President.

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# History Dewey for the Layman by Alice Egan

I like to think of Melvil Dewey as the bad boy of early library science. I'm sure we could spend some time naming the bad boys of contemporary library science, but that's best left for another article. Our friend Dewey was raised in Adams Center, New York, a place later dubbed the Burned Over District. In this day and age that nickname would bring to mind a neighborhood of crack houses and pimps, but back in 1851 it was a place where socially conservative, goal-oriented people lived. There was pressure in the community for residents to work for the greater good of WASP society. Dewey took this challenge to heart.

As a young man, Dewey racked his brain for something to commit his life to. Since 'asylum' didn't come to mind, he settled on efficiency. Efficiency in weights and measures, spelling and libraries. In fact, he probably would have legally changed his name to Mr. Efficiency except efficiency has too many letters in it.

In the weights and measures category, Dewey was convinced that it was only a matter of days before America converted to the metric system. Is anybody besides me having flashbacks to the mid-1970s? Based on this assumption (and we all know what happens when people assume things), Dewey invested heavily in metric weights and measures. As he anticipated being the only metric vendor in the region he figured he could turn a handsome profit for such clever forward thinking. Apparently he was just a bit ahead of his time. It's probably safe to say that, if he were alive today, he would still be the only metric vendor in the region.

Now, Mel got really excited about spelling reform. At one point he changed the spelling of his last name to Dui, which would have been a little over-the-top for most people but seemed to work for him. He took to writing both business and personal correspondence using more efficient spelling. For example, he spelled 'are' as 'ar', bringing a brave new pirate feel to the language. He even went so far as to

insist the many, many (did I mention many?) editions of his classification system be published in teeny tiny type using



this nu speling. I wasn't there, of course, but I imagine some of these volumes became kindling for many spontaneous library marshmallow roasts held throughout our country and into Canada.

Unlike most academics today, Dewey would have celebrated the McDonald's Drive-Thru and the Xpress lanes at the grocery store. Certainly he would have been hip to The Artist Formerly Known as Prince and songs like "I Would Die 4 U". I think Melvil and Prince really would have fed off each other. I mean, as Prince is now The Symbol, I could easily see Dewey dropping that whole Dui thing and just becoming The Decimal. He could have been The Librarian Formerly Known as Dui. Imagine how efficient his signature would have been. One dot, that's it. Of course, historians would take it upon themselves to argue if certain documents were really signed by him:

"I don't know - are you sure? A decimal? Looks more like a period to me."

And then some guy in the back says (there's always some guy in the back saying something), "I don't think it's either a decimal or a period. I think it's half a colon."

"Half a colon, are you mad? If anything it's more kidney-shaped..."

And so on into eternity.

On the personal front, it was in 1878 that Dewey married Annie Godfrey, who seemed nice enough in her own obsessive-compulsive way. Her shtick was to improve the efficiency of home economics. She and Melvil would meet over breakfast and discuss their

latest ideas, undoubtedly riling each other up in the process. One can only imagine the adrenaline.

In 1887, Annie and Melvil had a son, Godfrey. Godfrey appears to have been quite a normal chap. This might explain why there is little written about him.

Dewey outlived Annie and, in a moment that would have made Aaron Spelling proud, he married Annie's secretary, Emily. Emily suffered from First Wife Envy and tried desperately to make a lasting and unique impression on Dewey's life and reputation. She was a success, if you consider encouraging your husband to pursue fatally flawed business ventures creating a lasting impression.

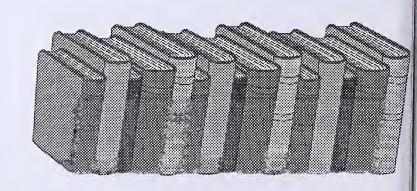
Dewey's contribution to libraries is rather impressive. Aside from that spunky decimal thing, he also founded the American Library Association, the country's first library school, and Library Journal. All before his 26th birthday. However, he managed to mar each of these accomplishments with one or more of his copious personal flaws.

Take, for example, his library babes, um, I mean women. Dewey was one of the few who encouraged women into the emerging profession of librarianship. Being the founder of the first library school he actively marketed the profession to women and enrolled them into the school. He even hired women to teach. He might have been remembered as one of the great supporters of women's rights, a sort of Alan Alda for the early 1900s, except that he had a bad habit of acting, how shall we say, inappropriately toward them. Annie was always the first to defend her husband, saying he was not the womanizing pig people accused him of being, he was just misunderstood. Well, thank God we're free from such public humiliations today.

Taking a broad view of Dewey's life, one is struck by two factors. First, the man personified resilience — I mean, the guy was a regular Timex. Despite being accused of everything from embezzlement to sexual harassment, he just kept on going. I suspect that annoying pink bunny is a direct descendant of his. Secondly, considering his talent for making bad decisions it's rather amazing he never served any hard jail time. Take, for example, his creative accounting techniques. I'd imagine the IRS would have been mighty interested in seeing his books.

Considering he basically got away with it, I'm sure folks like Willie Nelson would be interested in learning more about his style, as well.

But in the end, what do we have? We have a man, a librarian, who broke most — if not all — the rules. In their place he created different rules, many of which are still applied today. But what about his free spirit? His unique way of living on the edge of sanity, reason and all those things we think good librarians should be? Where is that in the profession today? Some would say it has no place, that those were the things that were wrong with Dewey. I'd have to admit that, in some cases, this is true. Mel certainly had a side to him that had no redeeming qualities. But he had other traits that brought a certain something to everything he did. Maybe the fact that he lived outside the expected brought a kind of creative energy to the profession at a time when the profession didn't know what it was supposed to be. But I admit, my reasoning could be flawed. It could be I'm reading too much into the man. After all, it is possible that the guy was just nuts.



#### SLA-SF Joint Board/Advisory Council Meeting June 27, 2000 Pacific Energy Center

In attendance were Marlene Vogelsang, Jeanne Fong, Molly Skeen, Karin Zilla, Linda Suzuki, Tamara Horacek, Maggie O'Brien, Chris Orr, Ann Caviness, Linda Vida, Mary Anne Mahoney, Debbie Jan, Nick Robinson, Tim DeWolf, Linda Yamamoto, Bruce Thomas, Christine Harris, Sara Cervinski, Beth Graham, Claudia Fenelon, Bobbie Merrilees, Nancy Adams, Tony Landolt, Alice Sullivan, Craig Griffith, Kevin Canada, Charlotte Sanders, Debbie Sommer, And Eris Weaver.

The meeting was called to order at 6:11 by retiring President Jeanne Fong.

- 1. A welcome by the retiring and incoming Presidents was followed by round robin introductions of the entire group.
- 2. Minutes of the February 8, 2000 meeting were distributed, with the comment that they'll be furnished in email and on the web henceforth.. A roster was also circulated for updates of contact information to facilitate this process. Minutes approved
- 3. Treasurer's report: Tamara Horacek reports that the chapter is "in good shape," nearly breaking even for the year an improvement over last year. One outstanding item of income is to be retrieved from SLA HQ.
- 4. Finance: . Debbie Jan distributed finance report, asking that committee chairs email her if estimates for their section seemed wrong. Outgoing chairs are a good resource for new officers in this regard.
- 5. Highlights: Jeanne recounted a busy year with too many highlights to

enumerate, suggesting that we look at past Bayline issues to refresh our memories. One was an excellent reception for SIMS, with Donna Scheeder, incoming Association President, as speaker, spreading the word to new information specialists. Jeanne hopes this year's fall reception will have a good turnout, as the SIMS students " thirst for information about the real world". Chris Orr and Ella Hirst are to be thanked for the chapter brochure's new look, and Deborah Hunt for her work on the discussion list. Bayline has been jam-packed with information and features, thanks to Eris. The website grew by leaps and bounds, with the member survey and addition of forms and the excellent Strategic Plan, with a revised Plan coming soon to the website for chapter members to refer to this year. Thanks also to the workhorse committees, Professional Development, Hospitality, Planning, and everybody who contributes to operational efficiency, "for what I know you did and what I don't know about." Administrative improvements continue to be made: the new midyear budget review has helped keep us on track, as does the electronic bookkeeping system introduced by Bill & Tamara. Jeanne concluded by reminding to "have fun, it's gratifying work, you'll make great friends. Enjoy yourself!"

- 6. Announcements: a. Thanks again to Chris and Ella for the new brochure.
- b. Linda Suzuki announced that the Chapter Professional Development Award will go to Cris Campbell for many years of outstanding service & significant achievement. Announcements will be made in the newsletter and on the website, and the award presented at the next dinner meeting.

- c. Marlene announced that Wess
  Murdoch will work with the student
  group to apply for the chapter Student Award and six other SLA
  awards. Chapter member Diane
  Sands of the California Academy of
  Science recently won one of the
  SLA Scholarships and will be reporting to us about it in the Bulletin
  and at an upcoming dinner meeting.
- d. Jeanne Fong, as Value Program Liaison, reported on developments at the Conference, stressing the importance of articulating outward to clients the value of what we do. The SLA Value Program provides expertise, multimedia and print tools to help us "articulate this on a daily basis" by communicating to the right people in the organizations we work in or deal with.
- e. Marlene, as Chapter Cabinet Representative to the Strategic Planning committee, is pleased to report that "what the organization talks about is what we've done all along," and hopes we can continue to be a model for the organization. f. Special project: Ann Caviness made a brief presentation on her proposal for a directory that would help show us "what unknown treasures is hiding out there in special libraries." Not an electronic union list, this would be a directory in web (and possibly print) form listing snapshot descriptions of library holdings, searchable by keyword. The proposal's purpose statement could be strengthened by examples of these wonders, Ann feels, and she asks that we e-mail her with our favorites. The questionnaire for submissions from libraries, a fill-in-

blanks form, will include a space for suggesting others to contact. the directory could possibly be available by the time of next summer's ALA Conference, as a chapter fundraiser. The Executive Board has agreed to submit a proposal to request funding for this directory from the SLA Endowment Fund Projects grant.

#### 7. Old Business:

- a. In the absence of Cris Campbell discussion of the Strategic Plan is deferred until a meeting she can attend. The member survey results have been posted to the chapter website, and the strategic plan (approved tonight by the Executive Committee) will soon follow.
- b. The chapter discussion list, now in its second year, is working well and should be expanded. Those in attendance were encouraged to sign up and benefit from the wealth of articles and scheduling information on classes, networking opportunities, and special events.
- 8. New business: a. Round Robin Committee reports
- Linda Vida needs a new Fundraising co-chair, as Angela Moore-Evans has finished her term. The committee "did a great job," raising \$6250 despite the outstanding \$500 from a Professional Development sponsor who mis-directed a charge card payment to SLA HQ. Angela brought in many sponsors from the legal field last year; it would be good to have a new co-chair with connections in high tech or law to expand the sponsor base this year.

Archives Report will be postponed, as the turnover from Diane Fortner to Mary Anne Mahoney will be happening next week..

 Finance: Debbie Jan, incoming chair, reports in the absence of Bill Van Niekerken that there's "not much to turn over," but she needs to connect with Tamara about the new budgettracking software.

- Website: Nick Robinson and Tim DeWolf recommend a close reading of the membership survey to all committee chairs and those who may run for office. Nick sees his best accomplishment as keeping Tim on the committee. Goals for the year start with adding a search engine for the whole site, including Bayline indexes; posting static indexes of Bayline issues from the pre-Web era; reviewing and revising the overall design & functionality of the site. A problem in the past year was that announcements, brochures, and datesensitive material weren't available to be posted in a timely way, but are very important: "it undercuts legitimacy of the website if these things aren't there." Nick needs these items as soon as they're scheduled, even if in draft. Another matter is the needed updates to procedures manuals, for which Nick asks that members send feedback to Past President Jeanne Fong.
- Directory: Linda Yamamoto and Bruce Thomas feel that the recent directory process "went a bit more smoothly" than the previous one because San Andreas got downloads of member information from SLA HQ that "just needed tweaking." In addition, they had student help in mailroom, and the directory was slightly smaller than its predecessor and therefore cheaper to send out.
- Mailing: Christine Harris advises that this is not as simple as it sounds. Committee chairs in need of mailing labels should let her know at least a week early and she will order them from HQ labels are free to the chapter, but we are reminded to keep our contact information current with the sla.org website. (At a suggestion from Karen Zilla, she will place a monthly

standing order to cover newsletter and flyer labels.) Christine's job also involves contacting "bouncebacks" for address corrections. Our relationship with the mailing house is comfortable, with no need to change.

- Hospitality: Sara Cervinski asks that we nail down event dates early to avoid the "rough patches of rescheduling" the committee experienced last year. She and Lynn Dix have developed check-off lists for their committee and for those recruiting restaurants. They have a couple of new venues in mind. The Sept. 14 diner is tentatively set for Gabbiano's, though a change would be welcome, and hors d'oeuvres meetings are likely to be more frequent.
- Professional Development: Beth Graham thanked Claudia Fenelon for handholding and training her. One meeting is already set, another (in mid-July) being firmed up. A goal is to offer a free video conference in a new venue, at Kaiser, particularly since video conferencing is "getting better all the time" since the talking-heads era. Beth feels calendaring and information sharing among committees is good, and that a central calendar is really crucial, especially for flyers. The committee continues to learn from collaborations with San Andreas and Baynet.
- Tours: Bobbie Merrilees is taking the member survey results to hear and shifting from entertainment to a professional development focus. On the survey, 68% of us requested cultural tours, 82% professional development, and 88% wanted leading edge technology. The first tour of this season will be of the new aviation museum in the SFO

terminal, a joint project with San Andreas.

[Linda Suzuki,: "Past President is the best job."]

- Networking: Nancy Adams has signed up on almost all the listservs she could find and is putting all the information she finds on ours. She draws the line at library school listservs, usually cluttered with class assignments, but Jo Falcon has agreed to be the liaison for SJSU SLIS.
- Academic Relations: Tony Landolt reports that the SIMS party drew 30 students and seven faculty members. The historic tension with this institution has largely dissolved. He is turning over to Wess the prospect of joint San Andreas sponsorship for an SJSU SLIS reception.
- Consultation: Alice Sullivan would "love to find librarians to talk to people about being librarians" but has just begun a new job and has no e-mail address yet. She will post it to the listserv as soon as one is assigned...
- Program: Maggie O'Brien and Karen Zilla thanked their "great committee" for good programs and a very rewarding year. "People really took ownership of their meetings." They're trying to keep a mix of formats: hors d'oeuvres meetings have been very successful, as have the neighborhood dinners. Maggie suggests Hospitality and Program attend each others meetings to keep better informed.
- Advertising: Craig Griffin and Kevin Canada call the year's income "not quite what we hoped, but stronger than last year," including two full-page ads. Lexis will have full-page ads in every issue of Bayline this year!. A few outstanding checks failed to find Craig in his temporary quarters, but have now been

- forwarded and are being processed. There was only one deadbeat advertiser and Kevin is on their case. Kevin already has one helper, and will do some rainmaking to build the committee and go after new advertisers. Those present were asked to contact him about any new advertisers they could suggest.
- Nominating: Linda Vida is delighted than this required only one meeting last year (on World Series night) to determine a great slate who were unanimously elected. Charlotte Sanders wants to outreach to nontraditional librarians, especially high tech, for better representation on the Board and Advisory Council..
- Jobline: Debbie Summer, taking over from Dan Cunningham, is looking for a contact person. Three of the four positions are filled, but someone is needed to receive all incoming jobs (in phone, fax, email, or whatever format), and send them to the phone and Web Jobline maintainers. The job entails 1-2 hours a week between Tues./Wed., and could soon be automated with a webbased application that forces job posters to do most of the work! A donation of software from InMagic is in the works. This job description will be posted to the discussion list to reach other possibles.
- Program: Karen Zilla, taking over from Maggie O'Brien, needs to grow more of a committee. She reiterated the point made by Web and Hospitality that setting the calendar in stone as early as possible may be difficult, but it's crucial. She wants to get event flyers coordinated with other meeting notices and with Bayline to the extent possible. That said, it won't make the September deadline for announcement in for Bayline, but we will be hosting a presentation by Rosalie Emer on the reincarnation of the great lost Library of Alexandria in Egypt

- Bayline: Eris Weaver wants to add more graphics and photos P especially of our events- and to revive the soapbox/gossip column. She got new computer this year, which has been a big help, and upgraded software which should turn her PageMaker files into PDF so we can put Bayline on the website almost effortlessly. Distributing the production schedule, she pointed out that she's no Nazi about deadlines, and flyers can be sent direct to the printer for inclusion in the newsletter IF you alert her to tell the printer they're coming.
- Membership: Marlene reports that it hovers around the 600 mark, with no major trends apparent.
- Web resources demonstration: Tim DeWolf gave a brief demo of the chapter website at www.sims.berkeley.edu/sfsla, focusing on its three functions as a service to members, a source of information about our chapter for outsiders, and a quasi-Intranet for chapter leadership. The last function is protected by a devious security system: you most learn and memorize an unintuitive URL, ../ letterhead/letterhd.html. Perhaps the most important feature of the Intranet is the administrative calendar, in PDF for printing and in HTML for editability. Annual reports are also a helpful resource for incoming officers. Soon to be added are the Bayline production schedule and a budget request form.
- c. Committee chair responsibilities/general business: Marlene invites Advisory Council members to Board meetings, Eris especially as reporter to the membership, and urges chairs to call on her as needed. She further strongly sug-

### Calendar

#### SEPTEMBER

13-15

KM World: "Defining & Driving the e-Enterprise." Santa Clara, CA. http://www.kmworld.com/00/

14

SLA-SF Chapter Dinner Meeting, Delancey Street Screening Room, 600 Embarcadero, San Francisco. Rosalie Amer, member of the California Friends of the Bibliotheca Alexandria, will present a slide show on the revival of this legendary, ancient library.

18-20

Online World 2000, San Diego, CA. Contact: Online, Inc. 203-761-1466 or http:// www.onlineworld2000.com.

Through the Looking Glass: San Andreas Chapter 20th Anniversary Celebration. Sun Microsystems, Santa Clara, 6:00 -9:00 pm. For more information see http://www.san-andreassla.org/sa/dhambley/.

25-26

Disaster Planning and Response, a two-day workshop for librarians and archivists sponsored by Bay Area Preservation Network, BALIS/MOBAC/NBC/PLS/SVLS Staff Development Committee, and BayNet. 8:45 a.m. to 4:00 p.m. each day. Oakland. Contact: Richard Boyden at (650) 876-9084.

#### OCTOBER

10

SF-SLA Professional Development program on "Ebooks and the Future," presented by NetLibrary. San Francisco Public Library, Latino Room, 4:00 - 6:00 pm. Contact Beth Graham, 510-622-2229.

16-19

Global 2000: The Information Age: Challenges and Opportunities. Worldwide Conference on Special Librarianship, Brighton, England. Contact: SLA (202) 234-4700 or http://www.slaglobal2000.org.

16-17

The Facets of Digital Reference, 2nd Virtual Reference Desk digital conference, Seattle, Washington. Contact: Virtual Reference Desk at (800) 464-9107.

#### NOVEMBER

6-8
Internet Librarian 2000.
Monterey, CA. Contact: Information Today (800) 300-9868 or http://www.infotoday.com/il2000.

10 - 13
California Library Association
Annual Conference, Santa Clara.
Contact: CLA (916) 449-8541.

11 California Millennium Conference, Santa Clara. Contact: CLA (916) 449-8541. 11-16
Knowledge
Innovations:Celebrating Our
Heritage, Designing Our Future.
ASIS Annual Conference, Chicago, IL. Contact: ASIS (301)
495-0900 or www.asis.org.

15 SLA-SF Chapter Dinner Meeting, Oakland Museum. Speaker Mary Jo Pugh, archivist at the Maritime National Historic Park.

#### DECEMBER

4,5,6,7

Presenting Data and Information, a one-day course by Yale Professor Emeritus Edward Tufte.

December 4-5 at Grand Hyatt, SF; December 6-7 at Hyatt

Rickeys, Palo Alto. Contact Lynn

Dix LTDix@bechtel.com.

#### JANUARY

12 - 17

American Library Association Midwinter Meeting, Washington, D.C. Contact: ALA (800) 545-2433.

25 - 27 Special Libraries Association Winter Meeting, Savanah, Georgia. Contact: SLA (202) 234-4700.

28 - 30 Special Libraries Learning Conference, Savannah, Georgia. Contact: SLA (202) 234-4700.

To list an event contact Chris Orr at 415-365-3745 or chris\_orr@sfo.landor.com. Calendar events are updated biweekly at http://www.sims.berkeley.edu/sfsla/.

gests that committees invite their Executive Board mentors (mentoring assignments were distributed via e-mail) and that all of us use that Administrative Calendar to keep on top of the year's events. The draft calendar and SLA Officer Acknowledgement forms were distributed. Budget requests due to Debbie Jan by July 21.

d. Leadership training: special training is available to enhance the volunteer experience of serving as an officer with topics that help professional and personal growth a perk for having donated the time and effort to volunteer. This year, workshops will be half day sessions, usually Tuesday, Wednesday or Thursday, on topics to be suggested but which have included negotiation, creativity in the workplace, communication, and the like Eugenie Prime of HP has been contacted for one of these training; the committee hopes to schedule one in August or early September so learning can be applied immediately to the upcoming committee meetings.

e. Annual Conference: Over 7,000 people attended, with Bay Region members highly visible. David Bender is retiring after 35 years. Next year's conference will be in San Antonio, then Los Angeles in 2002. Anyone attending Global 2000 is urged to become our roving reporter for Bayline and the website; contributions are still welcome for scholarships to that conference, as over 400 people applied for 15 slots. SLA is working on becoming more responsive to members: the website is being redesigned to be more interactive, so let HQ know your issues. Tim reminds us to update our contact information on the sla.org members area as soon as it changes.

f. Next meeting: Save Aug 17th for next Executive Board/Advisory Council meeting, probably here at the Pacific Energy Center.

Marlene again thanked all present for all their work — and all they were about to do. The meeting adjourned at 6:53.

Submitted by Jo Falcon.

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Merilees Associates	16
Questel Orbit	6
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Taylor & Associates	8

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# THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter Special Libraries Association



November/December 2000 Volume 71 Number 2

## President's message from Marlene Vogelsang

Celebration!

As I write this column, both Bay Area baseball teams, the Oakland Athletics and the San Francisco Giants have won their division championships and are in the midst of play off action. It is a time of sheer jubilation as well as nail clenching nerves. But it is definitely a time to celebrate. As many of you know, these are two very different teams: the A's, a young, low-budget payroll of a team, playing in an old, concrete doughnut of a stadium and the Giants, established veterans in a beautiful new ballpark. My point here?



Success can come no matter what the circumstances and is built on day-to-day efforts. Some of us work in lovely facilities and well-funded organizations; others in shrinking physical spaces with tightening budgets. Regardless, our success as information professionals comes from our talent, skill, hard work and dedication. And our success, big and small, should be celebrated!

Celebrate with me this year! Share your triumphs with your colleagues and we will rejoice with you. Shared success is all the more sweet.

I want to celebrate the first successes of my year as your Chapter President and acknowledge the efforts of the many who are making this year a pleasure.

Our Chapter Leadership Training is an activity for your Executive Board and Advisory Council that kicks off the year. It is designed to be a professional development activity that pro-

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- Photos from the September dinner meeting, page 14-15.
- Is this virus plagueing your workplace? See page 17.

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Special Libraries Association

# **SFSLA**Bayline

Eris Weaver, Editor Gerald Clark Elyse Eisner Beth Fain Kate Manuel Cynthia Rider Roger Strouse

The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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### From the editor's desktop...

Celebration! The holiday season is upon us -- a time to decorate and celebrate, to focus on family and friends, to have another look at our priorities. To think about what's really important.

Priorities have been on my mind a lot lately. I just had a death in my family -- the second in less than two years -- and as always this causes me to stop, take some time out of my overly busy life, and think about what's important. Work deadlines, political campaigns, special projects all pale in importance when I look at the time I spend -- or don't spend -- with those who are closest to me. For some of them, it's now too late.

But life goes on, and that is cause for celebration! Take a trip, join a committee, take up a new hobby (bellydancing, anyone?) -- whatever you do, do it with gusto!



### Copy deadlines for 2000/2001

Jan/Feb 2001	December 1	
March/April	February 2	
May/June	April 6	

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### **Jobline Information**

Our Chapter has assumed responsibility for the Jobline, online at http://www.san-andreas-sla.org/sa/jobline/jobline.htm. For more information, contact Debbie Sommer at 415-386-4765. To list a position, email her at djsommer@slip.net.



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vides tools and training that can be used in our chapter efforts and our professional and personal lives. It's also a thank you for the volunteer hours that makes this chapter work so well. This year's CLT featured Corrinne Campbell, former Boeing Library Manager and our own Marie Tilson who presented a dynamic workshop on mentoring skills. Think of the mentors you've had in your career. What are the ways they assisted you? How have you mentored others? This thoughtful presentation gave us much to work with and many references for future study. Former President Jeanne Fong and President-Elect Maggie O'Brien organized the training. My thanks to both.

Were you at our first meeting? If you couldn't make it, you missed a treat! Hospitality Chair Sarah Cervinski and Program Chair Karin Zilla kicked off the year in a new venue, Delancey Street, with delicious eats and an interesting recap of the progress of the Bibliotheca Alexandrina by Rosalie Amer and her colleagues. The highlight of the evening was the performance of Middle Eastern Dance by our talented Bulletin Editor, the everintriguing Eris Weaver and the exotic Ma'Aleesh, familiar to you as Secretary Jo Falcon. We were treated to fabulous cabaret and folk-style bellydancing! Thanks again, Eris and Jo and dance troupe Bela Homoom.

San Francisco Chapter members also joined in the anniversary celebrations of two other Chapters. The Sierra Nevada Chapter celebrated their 25th anniversary with **Richard Geiger** as guest speaker and the San Andreas Chapter held a 20th anniversary celebration.

Global 2000, the Second Worldwide Conference on Special Librarianship, was held in Brighton England during October. Richard Geiger, SLA Treasurer and Gina Castro, San Francisco State University Librarian and PD committee member were among those celebrating the international efforts and flavors of information professionals.

As Chapter President I celebrate the efforts of all

our Executive Board and Advisory Council. Their work is what makes all our activities possible. Our Program committee has put together a diverse schedule for our chapter meetings. Marti Hearst's discussion of the social ramifications of information technology at our October meeting is followed by this month's Maritime National Historical Park presentation from Archivist Mary Jo Pugh.

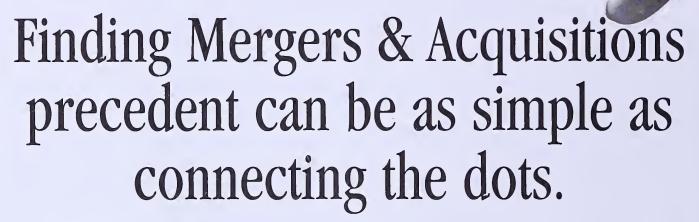
I am looking forward to activities planned by our dynamic Professional Development Committee, headed by **Beth Graham**. The Ebook meeting was a look at an enticing new technology and Beth has just put together the pieces of a January workshop featuring **Jeff DeCagna**, the SLA Professional Development coordinator.

Special thanks to the folks "in the background", who keep everything going smoothly...their contributions are cause for continuous celebration. I really appreciate all that you do.

So, what have you got to celebrate? Take a moment and reflect on your own accomplishments and achievements. Celebrate the tough research project you never thought you'd finish...the "easy" reference question that turned into a real bear, and you found that answer...the Webpage coding that took so long to get working just right...the indexing that made those pages so much easier to access...the training that allowed your client to search the Web more easily...the books that finally got cataloged and on the shelf...the excellent performance review...the challenging new position. Successes, big and small, like home runs and base hits, all add up to winning seasons!

By the time you read this, the World Series will be over. But regardless of which team got there and who won, we've had a wonderful season of celebrating baseball by the bay. Now I look forward to celebrating this season of the San Francisco Chapter of the SLA with all of you.





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### Libraries as Therapy

by Eris Weaver

A few months ago, wading through the usual deluge of email, I came upon the following forwarded message:

"Rather than prescribing antidepressants or counseling to treat stress, depression and anxiety, physicians in West Yorkshire, England, will soon be sending patients to the local library. Starting in September, some patients will be referred to a bibliotherapist, who will "scour a database" for suitably inspirational or humorous titles and prescribe an individual reading list as part of a six-month pilot program funded by the government, the local health district and private libraries. The service was initiated by librarian Catherine Morris, who stresses that the voluntary program is not for those with severe psychiatric illness, but rather for people with mild anxiety or depression who could use a little cheering up. The reading therapy works in a number of ways, Morris notes, adding that one person told her, "I really enjoyed this book because it was about somebody more miserable than I was." (From the BBC News, 7/17/00)"

"Sign me up!" was my initial reaction. My second reaction was to go online to verify – I never assume that ANYthing forwarded to me is true! This one, happily, is indeed a pilot program for which the Kirklees Cultural Services received a one-year grant.

As part of the project, the library will appoint 3 part-time bibliotherapists to work alongside doctors and nurses. They will 'prescribe' books and promote the benefits of reading for relaxation, reducing stress, anxiety and depression. Working to forge links between health centers and libraries, they will travel among them carrying laptops to access book databases and the library catalogue.

Doctors and health visitors will be encouraged to 'prescribe' library tickets as an alternative to drugs. The bibliotherapists will hold 'reading pharmacies' in libraries, where new members can collect their 'prescriptions' and be introduced to the library.

The project is targeted chiefly at non-library users, particularly those at the low end of the health spectrum – the people who suffer from social isolation, depression, stress and anxiety caused by general poor health.

Throughout the project, the bibliotherapists will be collecting qualitative data from participants in the project on its value to them. At the end of the project an evaluative report will be produced for wider dissemination.

I, for one, look forward to this report!



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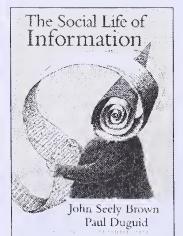
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# NetTalk

### **Specialty Search Engines**

by Kate Manuel

Just what's so "special" about the so-called specialty search engines and directories? That's a question I've been pondering lately, largely in response to increasingly frequent unsolicited e-mails inviting me to try out a new search tool. My answer, as you'll see, varies from "not much" to "a lot" – depending upon the tool in question.

The appeal of specialty search tools is understandable. The Web has billions of pages, and general search tools may index millions of pages. These pages cover wildly varied topics and are, unfortunately, beset with homonyms. Among many other things, the word "Ford" can refer to the 38th president of the U.S.; the automobile manufacturer; the Motor Company; and wadable shallows in a body of water. Even greater specificity in search terms, or using more sophisticated search syntax, does not always solve the problem: searching Ford and president will still find the president of Ford Motor Co. as well as Gerald R.

Sure, we librarians know there are better ways to get pages about Gerald Ford than searching Excite or HotBot using "Ford AND president." Nevertheless, we, too, sometimes wish for search tools where relevancy improves because the tools narrow the search's focus, presenting hits from only on-topic pages, pages where – for example –banking is a financial transaction, not something done by airplanes. By limiting indexing to sites or pages on a subject, specialty tools offer more relevant results in less time. They also allow "sloppier" searching: searches on single words, or searches without limiters, produce better results than they would in general tools.

Subject-specific search tools exist for virtually every topic. Some are well-known; their names spring to the lips of many Web searchers when they think of those fields. FindLaw (http://findlaw.com)

and LawCrawler (http://lawcrawler.findlaw.com) are two such tools for legal information. Findlaw organizes codes, case law, and regulations; law journals and commentary; mailing lists and USENET discussions; and contact information on lawyers and organizations into a browsable directory structure, while LawCrawler is a search engine from FindLaw's creators. Ixquick (http://www.ixquick.com) and Ditto (http://ditto.com), both used for finding images, are other examples of well-known specialty tools. Other "biggies" include:

Medical World Search (http://www.mwsearch.com);

SciCentral (http://www.scicentral.com);

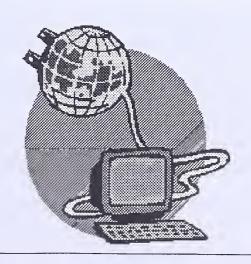
Streambox (http://www.streambox.com), for streaming audio and video;

GovSearch, searching across US government sites and NTIS (http://www.nwbuildnet.com/nwbn/govbot.html); and

SearchGov.com, covering US and state government sites (http://www.searchgov.com/).

Other specialty search tools are less well-known. The James Tiberius Kirk Star Trek Search Engine (http://www.webwombat.com.au/trek) covers pages where Spock is always Mr., never Dr. At Golfhelp (http://www.golfhelp.com), "tees" are always related to swings with clubs, not football kickoffs or curling marks. Others are:

Continued on next page



SikhSeek (http://www.sikhseek.com);

Pollinia, for orchids (http://www.pollinia.com/);

Beersite (http://www.beersite.com);

GoRecipes (http://gorecipes.com);

Gamble Up, the Gambling Search Engine (http://www.gambleup.com);

Clichefinder (http://www.westegg.com/cliché);

Dancebot (http://www.dancebot.com/

cftemplate/dancebot/hello.cfm);

Disaster Finder (http://ltpwww.gsfc.nasa.gov/ndrd/disaster/links);

DIY Search (http://www.diysearch.com), for doit-yourself-ers;

GrapeSeek (http://www.grapeseek.com);

CheeseNet (http://www.wgx.com/cheesenet/search);

Cigar Search (http://www.cigarsearch.com); and Paraseek.com, the Paranormal Search Engine (http://www.paraseek.com).

Regional search tools, focusing on countries or regions are helpful, especially for business travelers. Since they do not try to index everything, they often have more pages from and information about the regions they cover than the major search engines do. Some work by domain filtering – using the top-level designation unique to each country (e.g., it=Italy); however, this can miss the pages of multinational corporations with generic dot.com endings. Examples include:

Search UK (http://www.searchuk.com); Il Ragno Italiano (http://ragno.ats.it); EuroFerret (http://www.euroferret.com); 123 India (http://www.123india.com); and Taiwan Infoseek (http://www.infoseek.com.tw/index.htm).

Specialty tools often differ from general search engines not just in indexing coverage but in how they present results. WWWomen (http://www.wwwomen.com) groups hits into categories, not as single list. Searching for "birth control" got sites under the community & advocacy, general health, history, and products categories. Dot.com sites selling birth control clustered under product

categories and were not mingled with history and advocacy pages. Achoo (http://www.achoo.com), a specialty engine for clinical and alternative health and healthcare business, categorizes sites by Medical Subject Headings, while HealthAtoZ.com (http://healthatoz.com), ranks sites with three- to five-stars for content, usability, layout, and appeal.

The fact that specialty search tools are more likely than general ones to rely upon human intervention in compiling indexes and presenting results poses some problems, however. Some fail to index enough pages to repay the effort of using them. Humor Search (http://www.humorsearch.com) yielded nothing on libraries or librarians (making it to blame for this humorless column?) and only 7 on lawyers! Money\$earch (http://www.moneysearch.com) bills itself as an engine for small business owners, but searching "IRS" yielded only 5 pages.

Human indexing selections can also skew the information presented. Let's just say that 1,000,000 Paranormal Links (http://www.zerotime.com/ onemillion/links) is somewhat unusual for tools on its topics in featuring a "Skeptic's corner." Specialty search tools also are less likely to be maintained than "biggie" search sites. MedWorld (http://wwwmed.standford.edu/medworld/medbot), a site searching up to four medical sites simultaneously, worked swell last winter. A recent search on "flu," though, found that most of its links were inoperative. Finally, specialty search tools often link to web sites, not pages. This isn't always a problem, but it can be. A colleague finds BioCrawler (http:// www.biocrawler.com) problematic for this reason, while I like Chemie.DE (http://www.chemie.de/ index.php3?language=e) for doing exactly this.

Another problem with using specialty tools can be finding them. Good places to look for really topical tools are:

Search Engine Watch (http://searchenginewatch.com/links/ Specialty\_Search\_Engines/);

FinderSeeker (http://www.finderseeker.com);

Guide to Specialized Search Engines (http://www.searchability.com); and

University of Leiden's Collection of Special Search Engines (http://www.leidenuniv.nl/ub/biv/specials.htm#Par62)

For regional sites, check out Special Search Engines (http://www.ntu.edu.sg/library/specialframe.htm), a site developed by the Nanyang Technological University Library.

If you can't find what you're looking for at one of these sites, you can always try searching for it using a general search tool. Although at that point, if not before, though, you may begin wondering if the time spent in finding the right specialty tool for your topic is worth the effort! — Suggestions, comments, and guest contributions welcome. Contact Nettalk editor Kate Manuel, librarian at California State University - Hayward, at (510)885-2974 or kmanuel@csuhayward.edu.

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# Kaleidoscope

Best wishes to Holly Mohler, librarian at Davis Wright Tremaine, who married David Riccio on September 9 at the Sheraton Palace. Holly is practicing her new signature and preparing to deal with the bureaucracy involved in changing her name on driver's license, credit cards, etc. Holly and David honeymooned in Hawaii.

As reported in the last issue, **Christine Harris** has left the MTC-ABAG Library after 10 years to head the San Francisco Airport Commission Aviation Library and Louis A. Turpen Aviation Museum. Her successor at MTC-ABAG is **Jane McKenna**, former Head of Access Services at JFK University Library in Orinda.

Also on the move, Ailya Rose has left Lam Research to become Information Specialist at Aventis Gencell in Hayward. Aventis Gencell is a division of a large pharmaceutical company that focuses on gene therapy research. "This is a brand new subject area for me," says Ailya, "but my skills as a solo are what seem to be most needed, so far. It is a small group of about 60 here and all are active users and supporters of the library. I had a meeting to introduce plans and get feedback yesterday and everyone who was in the building showed up." And how many of us get to say that? Contact Ailya at 510-266-5088 or ailya.rose@aventis.com.

By the time you read this, Sara Cervinsky will have returned from the round-the-world trip that she WON from a local radio station! Most recently, Sara was reported to be in Southeast Asia. Sara spent the summer before her trip as digital archivist at Quokka Sports.

Beth Edelstein, in Washington while her husband Norman is on an 18-month assignment at DOE, has been working as a reference librarian at the Boston Consulting Group's DC office since July. She expects to return to California at the end of June, 2001. Beth writes, "An advantage of my job is the fact that it's part-time, so I still have some free time to explore the DC area and do some traveling on the East Coast." Contact Beth at (301) 654-4556 or e-mail bethedel@bellatlantic.net. Also at BCG, Claudia Fenelon has joined the SF office.

News from Down Under: Marie McKenzie reports that, although she is still an at-home Mom, she occasionally misses the stimulation of working-with-adults-in-paid-employment (it would probably be a lot easier, too!). Of course, the upside is that she is free to attend some of the Olympic events and to supervise some home improvements...AND to accompany her husband on a temporary assignment to Singapore for six months! Marie, Ian and Patrick expect to be back in Australia in April, 2001. For those of you who have lost Marie's e-mail address, it's mckenzieinfo@ozemail.com.au.

Chris Spitzel is a new children's librarian in Pleasanton, joining a staff of 4 in the children's department. Chris worked at Exponent in Menlo Park for 7 years, during which time she completed her MLS. She is enjoying the slightly less frantic pace and the magic shows, and she really likes working the children's reference desk. One of Chris's unexpected perks is that she gets to wear the Library Labrador costume on special occasions, which generates lots of attention and gets her hugs from small children. You can reach Chris at 925-931-3400, x19, or e-mail her at cspitzel@ci.pleasanton.ca.us.

Musical chairs: **Donna Purvis**, for several years manager of the library at Baker & McKenzie in San Francisco, is the new library manager at Morrison & Foerster's SF office. **Joanne Scala**, librarian at Baker's Palo Alto office, has assumed Donna's managerial duties, splitting her time between Palo Alto and San Francisco.

— Send your news tidbits and gossip to Kaleidoscope edi tor Elyse Eisner at eeisner@taylorlib.com

# **Program Notes**

### Reviving the Library at Alexandria

by Karin Zilla

On September 14 we gathered for the first time at the Delancey Street Screening Room for the kick-off meeting of the 2000 – 2001 season. It looks as if our Chapter has found another great site for future meetings! Delancey Street Foundation was founded almost 30 years ago to be a refuge and learning center for adults returning to mainstream society after being incarcerated. The Foundation offers education, housing and training for real world careers. The Foundation's screening room has a sizable lobby and outdoor patio area where we enjoyed reacquainting ourselves with old friends and colleagues. The theater served as the backdrop for an evening with an Egyptian theme.

Our speaker was Rosalie Cuneo Amer, chairperson of the California Friends of the Bibliotheca Alexandrina. In addition to her professional occupation as a librarian and educator, Rosalie has been traveling all over the world promoting the revival of the ancient library of Alexandria. The Bibliotheca has been an international project for over 15 years. Its primary sponsors are UNESCO, UNDP, several European governments, and, of course, the Egyptian government. Rosalie set up the first Friends group in this country and there are now several more such groups built on the model established here in California. Rosalie's interest in all things Egyptian stems from a fellowship early in her career which allowed her to spend time in the Egyptian Library in Cairo. She met her husband there and they returned to live and work in the Sacramento area. Rosalie currently is the Systems Librarian for the American River College, and she is also an adjunct professor of Egyptian culture at Cal State Sacramento.

Rosalie's presentation described the historical library and the genesis of its current revival. She presented slides and described her experiences during the construction of the modern library, an architectural combination of beauty and function,

melding historical traditions with its lovely setting on the great harbor of Alexandria. The Bibliotheca has been built to take advantage of current and future technologies as well as to serve as the home of the official library school of Egypt. Its opening date has been delayed several times but all are confident that it will be fully operational by 2001.

Chapter members who came to the meeting for the Bibliotheca program were surprised and thrilled with the festivities that preceded the program. In addition to an outstanding Middle Eastern buffet, we were entertained with a preliminary program unlike any we've had before! It turns out that there are several Chapter members who are bellydancers and it didn't take much to convince them to be a part of this special evening. Jo Falcon brought two members of her troupe, Bela Hamoom, who danced in the folk tradition. Jo, aka "Ma'Aleesh," and her troupe members, "Zelzeleh" and "Amira," were spectacular entertainers and we all thoroughly enjoyed their show. Bela Hamoom was followed by a solo act who regaled the assembled membership with her exotic cabaret dancing style. Our own Eris Weaver was engaging and seductive during her performance and we all totally enjoyed it. Both performances received a standing ovation from those lucky enough to be there!

Rosalie Cuneo Amer's first-hand description of the revival of a great library, the wonderful entertainment and food, and the delightful setting for the evening combined to make our first meeting of the 2000-2001 season a spirited one. We eagerly anticipate the rest of the meeting year and we look forward to seeing all of you soon.



photos on next page!

### Photos from the September Dinner Meeting



Chapter President Marlene Vogelsang with Bela Hamoom and Eris



Bellydancing Librarians Eris Weaver and Jo Falcon (AKA Ma'Aleesh) sharing a preperformance moment



**Eris** 



Bela Hamoom L to R: Zelzelah, Amira, and Ma'Aleesh

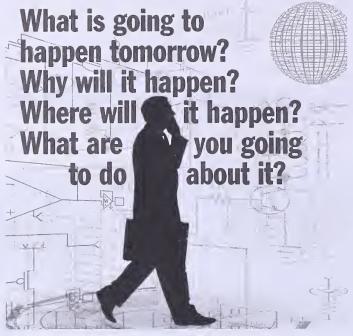
# Chapter Award for Outstanding Achievement: Cris Campbell



L to R: Linda Suzuki, Debbie Jan, Wess Murdough, and Cris Campbell receiving her award (unfortunately no one took a photo of Cris bellydancing across the stage to receive it!)

1982	Cris joins the SF Bay Region Chapter. Works on numerous committees - hospitality, jobline, etc.
1985-86	Program committee member. Cris lines up Alice Waters of Chez
	Panisse to speak at the May 1986 meeting
1986-87	Cris takes a work sabbatical from Public Health Library,
	and tries her hand as kitchen manager of a "start up" deli
1988-89	Bulletin editor
1989-90	President elect
1990-91	Chapter president
1991-92	Past president
1992-93	Strategic planning chair
1993-94	Nominating chair
1994-95	Chair elect- Environment Resources Mgt. Division of Association
1995-96	Chair, ERM
1997-98	Kaleidoscope editor in Bayline
1998-00	Strategic planning chair

-- compiled by Terry Dean and Linda Suzuki.



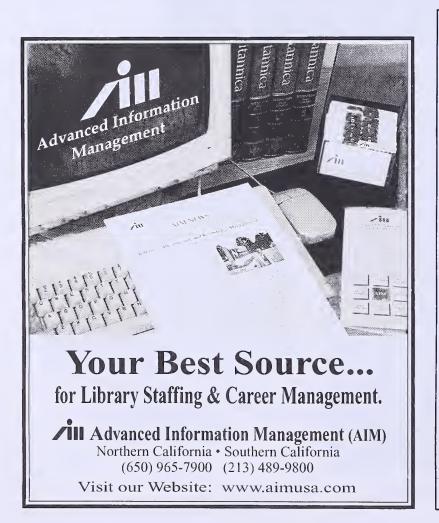
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### Profuse Peromnes Perspiration Virus (P3V)

by Berry Pflügler

### INTRODUCTION

Ampath staff recently discovered that more energy (blood, sweat and tears) can be expended describing one's job than actually doing it. Especially since this exercise caused Job Description Fever (JDF). I have compiled a brief 'clinical picture' of this 'dreaded disease'.

### **AETIOLOGY**

JDF was caused by the Profuse Peromnes Perspiration Virus (P3V). The origin of the virus can be pin-pointed to its presence in the 'collective top management mind' prior to October 1997. It was then introduced to the secondary host, our MOX e-mail system, creating the first cross-strain 'clinical-computer virus' known to man. Transmission was facilitated through contact with digital signals, a variation on the theme of airborne infection. Staff members were instantly infected on receiving a message in 'column-format' containing the words: WHAT, HOW, WHY, and TIME.

### **PATHOLOGY**

The infection spread rapidly via the optical nerves to the brain, resulting in physical and psychological dysfunction. Symptoms included violent spasms of the optical nerves causing excessive blinking of the eyes (as if in disbelief). Then profuse perspiration set in. This was followed by delirious dreams of being employed by a sports equipment manufacturer where job descriptions do not exist. They 'just do it'.

### **EPIDEMIOLOGY**

The disease was prevalent throughout Ampath and incorporated practices, in fact it reached 'pandemic' proportions. An incidence rate of 100% was recorded in the middle and lower echelons of the organisational structure.



P3V PRIMARY HOST: Management committee meetings

### **TREATMENT**

Unfortunately no conventional treatment was available for this condition. 'Alternative Medicine' was recommended consisting of enclosure, for a few hours, in a semi-dark auditorium. Various questions reflected by the laser-like beam of an overhead projector, guaranteed to 'exorcise' any preconceived, 'feverishly' over-inflated, ideas that may have existed about a specific job.

### **IMMUNISATION**

Contrary to popular belief pathologists are not blessed with genetic immunity to P3V. They have been vaccinated most effectively against job description procedures. Immunisation is compulsory for all medical practitioners. The vaccine is derived from antiquity, 'has stood the test of time', and contains universally accepted principles that do not tolerate interference from the ephemeral existence of Peromnes. Through the ages it has been presented in various 'generic' formats, but in essence it will always remain: The Hippocratic Oath.

-- Reprinted with permission from InfoBull 2(1), January-March 1998. Berry Pflügler works for the Ampath Pathology Library and Information Service in Pretoria, South Africa.

### Join the Bayline Team!

Do you have a sharp eye for editing? A lot of opinions in need of expression? Great graphic ideas? A fresh perspective on a pesky, perennial library problem? The *Bayline* committee needs you!

You may have noticed that this issue seems a bit, well, thin. You can help! Join the committee, submit an original article, review a Chapter event, share your experiences of a recent conference! Call editor Eris Weaver at 707-778-9114 or drop me an email at eris@wco.com.

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### SLA-SF Joint Board/Advisory Council Meeting August 17, 2000 Pacific Energy Center

In attendance were Marlene Vogelsang, Jeanne Fong, Karin Zilla, Tamara Horacek, Wess Murdough, Maggie O'Brien, Ann Caviness (guest), Nick Robinson, Bruce Thomas, Beth Graham, Nancy Adams, Charlotte Sanders, and Jo Falcon.

The meeting was called to order at 6:10.

- 1. Marlene Vogelsang welcomed and thanked the group, saying "no one told me how great it would be working with you all." A brief round of introductions followed.
- 2. Minutes of the June 27th were approved with one small change, a clarification about the Professional Development Committee's plans. That paragraph has been corrected on the posted version of the minutes.
- 3. Treasurer's report: since the fiscal year has just started, there is nothing to report except the current bank balance, \$48,748.33. Tamara reminds us that check request forms are available online at http://sims.berkeley.edu/sfsla.letterhead/letterhd.html.
- 4. Approval of budget: the amount for Directory Advertising income was inadvertently omitted: a reasonable estimate is \$750 for advertising, \$2500 in sponsorships. This provides "a figure for fundraising folks to shoot for." Wess raised the question of whether scholarships came out of Special Funding or the Academic Relations budget;

Marlene recalled that it may be from the President's. She will consult with Wess and Tamara on budgeting for door prizes at the student receptions.

As an aside to this item, Marlene requested that committee chairs make notes on their Procedures Manuals the better to guide incoming chairs next year. Feeling "a lot was just dumped on us" as new office-holders, she hopes we can make this more accurate and meaningful for the next group.

### 5. Old Business:

Leadership Training: Jeanne has polled those meaning to attend and finds a consensus for Wednesday, Aug 30, 8:00-noon as the preferred time, and the PG&E Energy Center as the venue. The topic of Effective Communication will be addressed by a panel of three speakers: Corinne Campbell from Boeing (a recent SLA Board candidate); Marie Tilson; and another to be announced. Details will be e-mailed closer to the event.

Internet Librarian Conference, Nov. 6-8, Monterey: Karin discussed two aspects of the conference, first the opportunity to do a joint event, maybe dinner buddies, with the San Andreas chapter. Details will be e-mailed when her San Andreas contacts are back in their offices next week. She will also be coordinating discount ticket sales to chapter members: send your check to Karen, not directly to conference registration, for the discount rate. This conference has been very popular and should give the chapter good exposure to rest of the West and some of the East and Central region attendees.

Special Project: As proposed at the last meeting, Marlene met with Ann Caviness and got the proposal in by the deadline. No response can be expected from SLA HQ until November 1. Ann is hoping for support from SLA, but considering how to proceed if it is not forthcoming.

- 6. Mentoring: We will be getting good tools at Leadership training and are encouraged to use them with our committees.

  Marlene reminds us to call her as needed, and keep in better touch,
- 7. New Business: The Joint Boards meeting with San Andreas went well, producing the suggestion of a joint dinner buddies program at Internet Librarian and of a dinner or hors-d'oeuvres meeting on the CalTrain line soon P perhaps on a Friday instead of a week night. The prospective tour at SFO Aviation Museum was greeted enthusiastically, as was avoidance of a joint meeting during the winter holidays. Continuing sponsorship of the Joint Directory was discussed. Statistics will be kept on the Jobline, which is changing character from largely

continued on next page

telephone to primarily web (currently 12 phone calls a week against 90 web hits a day.) If this trend continues, the phone Jobline will be phased out by the end of the year. A message to that effect will be added to the phone line's outgoing greeting, along with announcements in the Bulletin and the e-mail discussion list. A possible joint professional development activity with San Andreas will be explored as well.

San Andreas celebrates its 20th and Sierra Nevada its 25th anniversary this year, both celebrating on Thurs. Sept. 21 (Richard Geiger will be the speaker at Sierra.) It has been suggested that our chapter recognize them with a singing telegram! If we have any contacts for such a performance, please let Marlene know.

Committee reports: Marlene passed on the following reports.

- The discussion listserv has over 100 subscribers (including those who get it in digest form) and has, she feels, reached "critical mass" to continue. Thanks to Deb Hunt for her administration of the list.
- Alice Sullivan, Consultation, is "waiting for a call." Her new e-mail will be posted to the roster; please refer any possible consultation contacts to her.
- Kevin Canada, Advertising has two new advertisers for the Sept/ Oct. Bayline: Kiplinger and Questel. Eleven advertisers have

- committed to all five issues.
  Kevin is pursuing tech companies, with assistance from Lenay on paperwork and invoicing.
  They recently met with Linda Vida and Bruce re: coordinating efforts to get sponsorships and the prospect of a combined letter to vendors, alerting vendors to the many ways of supporting the chapter. The glossy new brochure is a big help in this.
- Debbie Sommer reports that the Jobline committee is in place, Cliff Mills is working on automating the process but is "not there yet." She is optimistic in anticipating income. If the phone version is phased out, another committee job will be found for the Voice of Jobline, Peggy Crawford.
- Linda Vida has no formal report from Fundraising, but they're working with Hospitality and Program to coordinate; Program will report more fully.
- The Nominating committee (Charlotte Sanders) will meet next week.
- Bruce Thomas's predecessor on the Directory committee is out of town; they have been in touch but not doing much yet. Bruce urges members to check their contact information on the SLA website so it will be correct when chapter information is exported for our Directory, He will also check with Maurice Harris at HQ to see if their proposed website revisions will affect that database export.

- Networking: Nancy Adams has nothing to report that we haven't already seen on the discussion list, since she's putting all networking there. Marlene thanks her for adding value to the list.
- Ann Caviness feels the special project, Uncovered, will get a grant one way or another, though it's been a challenge pulling it all together.
- Wess Murdough and Academic Relations are setting up a joint event with NOCALL at SIMS. His statement that he is not sure we should try to liaise with SJSU SLIS sparked much discussion around the fact that many SJSU students live or work in San Francisco and identify more with this chapter than with San Andreas.
- Maggie O'Brien reports that membership is steady, with only four failures to renew. She is phoning these for exit interviews. Although membership renewal letters come from HQ, not from the SF chapter, she suggests a possible six-monthsafter-joining follow-up, an "are you being served?" letter, or better yet an e-mail with links to the chapter website.
- Tamara Horacek is exploring the credit card option for membership payments, Web-based payment through a secure server is not looking good, but she is exploring other ways.
- Rita Evans reported on Strategic Planning based on the mem-

ber needs survey, which found that we're generally happy with the chapter, especially with professional development opportunities, but not taking full advantage of the chapter website. Different meeting formats and ways to highlight the web presence are being discussed. Chapter organizational structure can be confusing to new members and needs better communication among chairs. There may be an informal meeting soon on this issue.

- Nick Robinson realizes the scope of the Web committee's job, as all the other chairs report on how the website can help their committees. He is reviewing the overall design and functionality: the visuals need a contemporary update, navigability could be improved, simpler and fewer top-level categories would be better. He is also looking to make it easier to maintain, using templates and style sheets. He is comfortable with handling the process and information architecture side but needs a visual consultant, ideally within the chapter. The Bayline index online is proceeding.
- Beth Graham has professional development events for next year outlined, with some tentatives. A videoconference from HQ will be held on November 2. She would like to do a vendor event on e-books, PDAs, and electronic reading devices, but early plans fell through because two major vendors were changing their interfaces. Instead, Lynn

Silipigni Conaway of
NetLibrary has been approached
to talk about the e-book industry, but without the actual devices available to test-drive, on
Oct, 10, at SFPL, 4-6 p.m. By
March (well, maybe May) a joint
event with San Andreas will be
firmed up, a three-speaker panel
on website design/user testing/
marketing. Marlene reminded us
again to keep the administrative
calendar up to date and get even
tentative dates to Nick for posting as soon as possible.

- Jeanne Fong reports that she has been "mentoring and relaxing and dishing out experience."
- Karen Zilla has a rough calendar for Program through 5/ 2001. October hinges on whether the Museum of Flight at San Francisco Airport is open yet P the alternative is a panel of local mystery writers, probably at Gabbiano's. September is already a go for hors d'oeuvres at Delancy Street Theatre, with a speaker on the Library of Alexandria, Middle-Eastern food, and entertainment. The professional achievement award will be presented at that meeting. Hors d'oeuvres meetings are a response to the member survey: they're cheaper, allow for better networking, and enable us to go home earlier. November is set for the Oakland Museum, with Mary Jo Pugh, archivist of the National Maritime Park; January and February are interchangeable depending on speakers' schedules. March may

be the Airport Museum if it is not open for October; April is the very popular neighborhood dinners. Suggestions for May are welcome (several members have requested a cruise). Ann Caviness suggests Cliff Stoll on his latest book, High-Tech Heretic.

- Eris Weaver was working on the Bulletin at the time of this meeting..

Marlene thanked the committee chairs for their reports and requested lists of committee memberships so she can thank them when she sees them.

8. The next joint meeting of the Executive Board and Advisors will not be till February, probably Tuesday the 6th. But Marlene reminded Advisors that they are welcome to come to Executive Board meetings if there is an issue affecting that committee. (Next Executive Board meeting is Oct 3d, Tues.) "Bring a friend who doesn't come to meetings, next time you do," she suggests; "let's increase involvement." A formal "bring your colleague" night was suggested and will be discussed further.

With no further announcements, the meeting was adjourned at 7:40 p.m.

Respectfully submitted, Jo Falcon, Secretary

# Calendar

### NOVEMBER

1 SIMSposium, NOCALL and SLA Reception for students. SIMS/UCB, 202 South Hall. Speakers TBA. Panel presentation 4:30-5:30 pm in the Room 202 (FlexLab). Reception 5:30-6:30 pm in Room 110. Contact SIMS: 510-642-1464.

6-8
Internet Librarian 2000.
Monterey, CA. Contact: Information Today (800) 300-9868 or http://www.infotoday.com/il2000.

10 - 13 California Library Association Annual Conference, Santa Clara. Contact: CLA (916) 449-8541.

California Millennium Conference, Santa Clara. Contact: CLA (916) 449-8541.

11-16 Knowledge Innovations:Celebrating Our Heritage, Designing Our Future. ASIS Annual Conference, Chicago, IL. Contact: ASIS (301) 495-0900 or www.asis.org.

15
SLA-SF Chapter Dinner Meeting,
Oakland Museum, 5:30-9:30 pm.
Mary Jo Pugh, archivist at the
Maritime National Historic Park,
will speak on "Maritime
Archives: Tools for
Maritime Preservation."

15 SIMSposium, NOCALL and SLA Reception for students. SIMS/ UCB, 202 South Hall. Lucian Hughes, Andersen Consulting. Contact SIMS: 510-642-1464.

### DECEMBER

4,5,6,7
Presenting Data and Information,
a one-day course by Yale Professor Emeritus Edward Tufte.
December 4-5 at Grand Hyatt,
SF; December 6-7 at Hyatt
Rickeys, Palo Alto. Contact Lynn
Dix LTDix@bechtel.com.

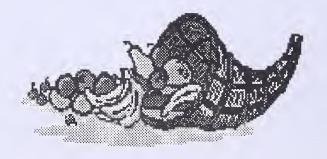
### JANUARY

Association for Library & Information Science Education (ALISE).
Washington, DC. http://www.alise.org

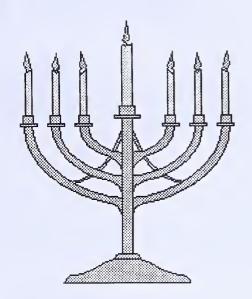
12 - 17
American Library Association
Midwinter Meeting, Washington,
D.C. Contact: ALA (800) 5452433.

25 - 27 Special Libraries Association Winter Meeting, Savanah, Georgia. Contact: SLA (202) 234-4700.

28 - 30 Special Libraries Learning Conference, Savannah, Georgia. Contact: SLA (202) 234-4700.



To list an event contact Chris Orr at 415-365-3745 or chris\_orr@sfo.landor.com. Calendar events are updated biweekly at http://www.sims.berkeley.edu/sfsla/.



# Happy Holidays from the Bayline Committee!



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Bulletin of the San Francisco Bay Region Chapter Special Libraries Association



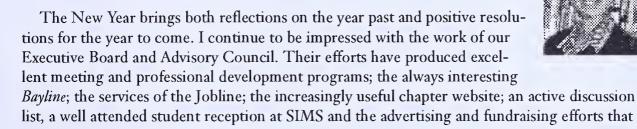
Volume 71 Number 3

### President's message from Marlene Vogelsang

Happy 2001!

support these activities.

I hope all of you enjoyed special times with family and friends.



Resolutions for the new year? More of the same and then some! Karin Zilla and her program committee have some exciting speakers lined up. The January 16 meeting features Brewster Kahle and the Internet Archives. On February 22 hear Darryl Brock, author of Havana Heat and If I Never Get Back. On March 22, we host KQED Digital West host Rebecca Roberts. Plan to attend! Check the Website for announcements.

Also on the calendar for January 11 is what promises to be a stimulating Professional Development workshop featuring SLA Managing Director or Strategic Learning and Development, **Jeff DeCagna**, His theme will be "DIScontinuing Education," discussing new ways of learning so that we as individuals and professionals can better prepare for unforeseen changes, and be ready to play a proactive role in creating and shaping the future.

Continued on page 5

### inside...

- Are you a captologist? Find out on page 7!
- Catch up on the latest Chapter gossip, page 11.
- S.F. Maritime Archives, page 13.
- Meet our new members on page 15.

# Special Libraries Association San Francisco Bay Region Chapter

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Special Libraries Association

# **SFSLA** Bayline

Eris Weaver, Editor Gerald Clark Elyse Eisner Beth Fain Kate Manuel Cynthia Rider Roger Strouse

The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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### From the editor's desktop...

As is usual for this time of year, I've been reflecting on accomplishments and failures both personal and professional -- what to keep and what to toss, what new things to try. In reflecting on my involvement in and commitment to our Chapter, several thoughts come to mind.

We librarians just love associations, don't we? I've not done any official research but an informal poll among my friends, acquaintances and colleagues indicates that our profession may have not just the greatest number of different associations but the highest per capita *membership* in them -- I know I've belonged to at least six different associations during my fourteen-year career, and I currently belong to three.

SLA in general -- and our Chapter in particular -- has consistently stood head and shoulders above all the others to which I've belonged, and is the one to which I've given the most energy as well as received the greatest value. Our Chapter dinner meetings and professional development programs are excellent networking opportunities as well as informative learning experiences. Our leadership is knowledgable, hardworking, and endowed with integrity. We get the most "bang for our buck" in terms of services -- Jobline, publications, etc. -- per dollar spent on membership. SLA's annual conference is superlative.

The benefits I've received from Chapter membership have only increased since I became more involved. If you've never yet served on a committee, attended an event, or held an office, why not resolve to do so in the coming year? I especially encourage newer members to check out the neighborhood dinner meetings (see page 16) -- they're an especially user-friendly introduction to our Chapter and its members.

### Copy deadlines for 2000/2001

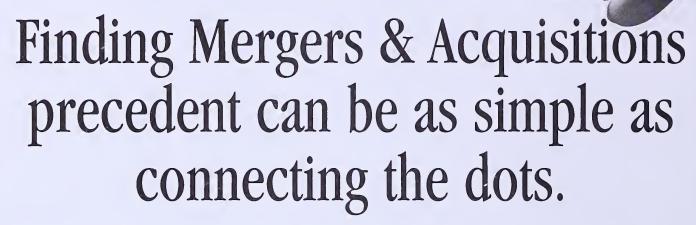
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### **Jobline Information**

Our Chapter has assumed responsibility for the Jobline, online at http://www.san-andreas-sla.org/sa/jobline/jobline.htm. For more information, contact Debbie Sommer at 415-386-4765. To list a position, email her at djsommer@slip.net.





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My thanks to all of you who make these chapter activities happen.

President-elect **Maggie O'Brien** and I are making plans to attend the SLA Winter Conference in late January. This conference is an opportunity to develop our leadership skills as well as meet with other SLA chapter and division volunteers to share concerns and solutions.

I have met several new members at recent meetings and I look forward to meeting more of you. Please be sure to get in touch with me if you have questions about the chapter. Visit our chapter website at www.sims.berkeley.edu/sfsla and subscribe to our discussion list to keep informed about activities.

I am optimistic about 2001 and our own personal odyssey through both work and personal life. I look around and see my colleagues embracing new technologies and making change work within their organizations. I see colleagues leaving traditional libraries and forging new information services online. I watch as libraries link up electronically to provide resources to their patrons. I'm seeing our profession apply our traditional organizational skills to electronic formats to make website information more accessible.

Our service orientation takes on a new look. I visit public library websites and the wealth of resources posted there and then I watch the help and assistance provided at the reference desk. I listen to my colleagues talk about their intranet sites and the desktop applications available to users as well as the research and proactive resources the staff provides. Reference is via phone/fax/email or at the desk.

Our service is provided in whatever format necessary. At the Internet Librarian Conference I learned about LivePerson and HumanClick for realtime web interactions. More access for our users! Perhaps one day soon, we'll have video and audio streams from our workstations and provide realtime

reference through our websites.

How could I not be optimistic about our future?

I see so much positive energy from my colleagues in their "other lives" as well. Creative energy in dance and music; volunteer efforts in our communities; "footloose librarians" off to see the world; political and community activism; commitments to health, wellness, spiritual wellbeing and so much more.

I am fortunate to call many of you friends as well as colleagues. I thrive on the positive energy and optimism you so freely share.

My New Year's wish for you all: May you know the "great secrets of life. Find good work and people to love, focus on the positives and appreciate the small things". \*

Please feel free to contact me with any concerns or suggestions you might have. I look forward to seeing more of you at our meetings and activities this year.

Catch the positive energy for yourself!

\*Mary Pipher in Another Country, Riverhead Books, 1999; recommended to me by Karen Halverson, at Washington Community Health Library.

- President Marlene Vogelsang can be reached at mxv6@pge.com or 415-973-7206.



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# NetTalk Captology: The Study of Computers as Persuasive Technologies

by Jennifer Laherty

NetTalk Editor's Note: This issue has a special treat for readers, a guest column about persuasive technologies. Particularly interesting are the discussion of the four types of credibility associated with Web sites and explicit recognition of librarians' roles in developing sites and helping people evaluate sites.

What is captology? Dr. B. J. Fogg, Director of Stanford's Persuasive Technology Laboratories, speaking to the San Andreas Chapter of the Special Libraries Association on October 25, defined it as the study of computers as persuasive technologies (capt-ology). Fogg examines how computers can be designed to change behaviors and attitudes. Computers can be video games, exercise equipment, palm-sized computers, CD-ROMs, and children's toys. At the Persuasive Technology Lab, work ranges from prototyping persuasive devices for tracking teens' driving behavior to researching what makes Web sites credible.

Fogg proposes three categories of persuasive technologies functioning (1) as tools, (2) as media, and (3) as social actors. Each category offers different ways to influence people. A calculator is a technology in the tools category; arcade games and other medium-simulating experiences fall into the media category; and technologies in the social actors category are those – like the Tamaguchi digital pet – that cause people to respond to computers like they respond to other people. Fogg further explains that most persuasive technologies combine two of the three functions: arcade games, for example, include the functions of the media and the social actor categories.

Fogg shared some examples of existing technologies to explain each function. Computers used as tools, like a heart-rate monitor, help to reduce barriers and make tasks easier to perform. The Lab has designed the Polar Heart Rate Monitor, a watch and

wearable sensor device providing users with realtime heart rate, average heart rate, and alarm signals. Its persuasive intent is to encourage people to increase, maintain, or decrease activity levels to stay within their target heart rate while exercising.

An example of a computer as media technology is the Alcohol 101 CD-ROM which simulates a college party in which users learn the effects of various alcohol-related decisions. The persuasive intent of this technology is to teach college students about such negative effects of alcohol as unsafe sex, drunk driving, and alcohol overdose, as well as about methods for making healthy decisions.

An example of a computer as a social actor — working to establish social norms, invoke social rules and dynamics, and provide social support or sanctions — is the Baby Think It Over Computer Doll, a computer-doll that simulates how hard it is to care for a baby. It cries at irregular intervals and also registers certain acts of abuse. The persuasive intent of this technology is to convince teenagers to be sexually responsible so that they do not become parents. Other technologies are explained on the Captology Web site: http://www.captology.org.

For computers to be persuasive, they have to be credible. Many Web sites strive for credibility in persuading consumers to believe their messages. The Web, simultaneously, has the least and most



Continued on next page

credible information of any contemporary media. Consumers constantly evaluate the believability, or credibility, and quality of information on the Web. Fogg suggests that credibility is not the same as trustworthiness but that trustworthiness is a component of credibility when combined with expertise.

Fogg also argues that there are four types of credibility: presumed, reputed, surface, and experienced. When we believe a site is credible because of general assumptions we hold, this is an example of presumed credibility. For example, domain names ending in ".org" commonly increase the presumed credibility of a Web site, while "AOL" in a domain name decreases it. We believe a Web site has reputed credibility because of a reference from a third party. A site has increased reputed credibility if it is referred by your physician or has won an award; conversely, credibility decreases if a friend reports the site was horrible. A Web site has surface credibility when we judge it on simple inspection. Sites that look professional or are from recognizable organizations have increased surface credibility, whereas sites that are confusing or use too many animated features decrease their surface credibility. Our past usage of a site is the basis for experienced credibility. Sites are given increased experienced credibility if the content has been found to be fair and balanced or if they prove easily navigable. Decreased experienced credibility occurs when factual errors have been noted or links to sites are broken.

Beyond these four types of credibility, there are two other sets of variables affecting Web site credibility. One set includes variables like Web site providers, Web site content, and Web site design. The other set of variables affecting Web site credibility derives from outside the Web and includes individual user variables, goal variables (for example, passing time or keeping up with current events), and context variables (like setting and time factors). Also affecting perceptions of Web credibility are:

- · people, especially the fact that the Web's user base is becoming more diversified
  - · experience levels Web users are becoming

more savvy

· technology, which is constantly changing

The Persuasive Technology Lab has completed a few studies crossing various Web site variables with the four types of credibility. One of these studies found that typos decrease the credibility of a site, while advertisements increase it. (Sounds counter-intuitive, doesn't it? Fogg thinks this is a reflection of when the study was done and that findings would be different now.) Fogg advocates more ongoing efforts, like those at the Persuasive Technology Lab, to understand Web credibility.

Fogg specifically commends the work of librarians, who spend their time developing and designing effective Web sites and working with people to evaluate Web sites for their credibility. Those in attendance at Fogg's talk spent some time trying to come up with a computer product that could persuade people to use libraries more effectively and have more fun doing it. It could work like the exercise bike that runs a CD-ROM virtual reality world serving to provide an enjoyable experience while exercising. When such a product is realized, there definitely will be a market and need for it!

Further information/Web sites of interest:

- · Web Credibility: Research & Design, a project at Stanford University http://www.webcredibility.org/
- · Captology: Stanford's Persuasive Technology Lab http://www.captology.org

— Jennifer Laherty, librarian at California State University, Hayward, can be reached at (510) 885-2555 or jlaherty@csuhayward.edu.

Suggestions, comments, and guest contributions to this column are always welcome! Contact NetTalk editor Kate Manuel, librarian at California State University, Hayward, at (510) 885-2974 or kmanuel@csuhayward.edu.

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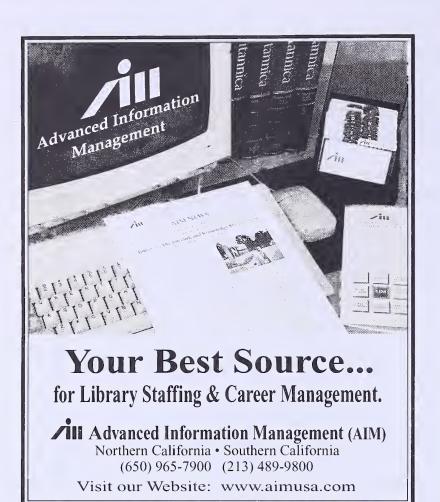


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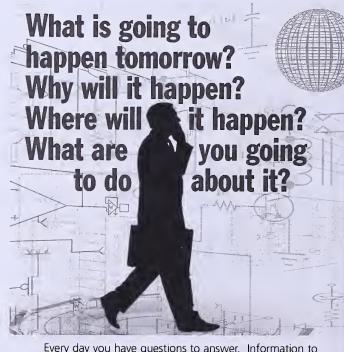
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# Kaleidoscope

SMILE! Molly Matheson went to Internet Librarian in Monterey. Running late, she tried to grab a latte at the local coffee shop across from the Double Tree. As Molly describes it, "I had noticed the help wanted sign and was trying to be patient with what I thought must have been a new employee (they were so slow!). I was handed a tall latte (overflowing with 3 or 4 inches of foam actually). I tried spooning it out; I tried eating it; I slopped some into the garbage can. The counter person then asked me would I like more foam? Since I didn't want to hurt his feelings, I looked at him and said no and left in a hurry. Someone ran after me on the street and informed me I'd just been filmed for Candid Camera!! He gave me a form to fill out, a new latte, and gee, if I don't hit the cutting floor they'll notify me to watch it on TV and send me \$20! Boy that's a whole 5 or 6 lattes!!" We'll hope to find out from Molly the air date of this interesting episode so we can all watch it.

Elsewhere in the visual media, **Phil Sheridan** continues his acting career, appearing in short films. One of his films, "World Record Guy," was shown at the Mill Valley Film Festival. Another, "Indulgence," is a 20-minute short filmed in San Francisco and is soon to be released to film festivals. So if you can't see Phil in person, perhaps you can catch him on screen.

And speaking of the Internet Librarian conference, at least three of our Chapter members made presentations there. **Deb Hunt** and **Tim DeWolf** were on a panel, and **Richard Geiger** was one of the speakers. Were there more?

New contact information for **Donna Purvis** at Morrison & Foerster: Her new email is dpurvis@mofo.com, and her new phone number is 415-268-7272.

Sometimes news travels more slowly than others, and this is one of those times! Anna Mancini joined Hewlett-Packard as Corporate Arhchivist in June. Her new phone number is (650 or TN)857-6276, and her new e-mail address is

anna\_mancini@hp.com.

Holiday Spirit: the speaker at our November meeting, Mary Jo Pugh, generously declined her honorarium and asked our Chapter to donate the money instead to the SF National Maritime Historical Park's library. The donation is earmarked for the Bertonccini Collection Committee which is in the process of purchasing materials relating to the significant whaling history of San Francisco. The collection is named for Captain John J. Bertonccini, a writer, painter and seafarer at the turn of the twentieth century who documented his adventures as a whaler and shipmaster in vivid articles and detailed watercolors.

Barbara Bernhart reports sadly that the Goethe Institute Library has been closed permanently. The largest part of the collection was donated to the UC Berkeley library where it will continue to be available to the public. Barbara will continue to maintain the online reference page with information about Germany (http://www.astragate.net/bbernhart/eninet.html).

Cindy Hill reports some exciting news for SunLibrary. Cindy will be heading the Knowledge Management (KM) portion of HR Strategy and Development in addition to her regular library management duties, and the library staff is getting in on the ground floor of this new initiative. During the coming year, Cindy and her staff will participate in preliminary KM assessment, strategy development and benchmarking against other companies with best-in-class KM practices.

In other library news, many of us are probably wondering what the Hearst Corporation's purchase of the Chronicle will mean to its library staff and that of the Examiner. At deadline, it was too soon to tell, but we'll hope for news in the next issue. Watch This Space.

Continued on next page

Way to go, Todd! It's always a pleasure to report on recognition of one of our colleagues. The October issue of Design/Build reviews Thelen Reid & Priest LLP's portal web site,

ConstructionWebLinks.com, and says "This site is great for the beginning Internet user. It has an excellent introduction to the Internet written by the law firm's associate librarian, Todd Bennett." Thanks to Todd's manager, Ann Borkin, who reported the news.

Vacation season: Nadine Pelikan, who started working as an associate librarian at MarchFIRST in August, will be spending Christmas in Colorado. Julie Griffith is heading to Sarasota, FL, during winter break, for a 2-day meeting of librarians from the American School of Professional Psychology. ASPP has 10 campuses around the U.S., including Hawaii, Seattle, Illinois, Minnesota, Atlanta, & Phoenix. Following the meeting, Julie is off to Sea Ranch for Christmas. How about you?

Congratulations to **Betsy Knauff**, who retired November 3 as Circuit Librarian (library director) for the U.S. Ninth Circuit Court of Appeals based in San Francisco. Betsy had 36 years of federal service including prior positions at the Treasury Department Library and the Office of Management and Budget Library. She has relocated to Washington, D.C.

— Report your holiday doings, new job, new baby, new spouse, or general gossip to Elyse Eisner at eeisner@taylorlib.com



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# **Program Notes**

#### Maritime Archives: Tools for Maritime Preservation

by Chris Orr

Floating antiques, a park without land, and archives measured in thousands of cubic feet—how would you like to manage the collections of the San Francisco Maritime National Historical Park?

Our November meeting took place at the Oakland Museum of California, and Mary Jo Pugh, Supervisory Archivist and Acting Collections Manager of this local treasure, shared her experiences of the past seven years, pursuing a mission to preserve and interpret the history and achievements of seafaring Americans and of the Nation's maritime heritage, particularly on the Pacific coast.

The SF Maritime National Historical Park is diverse. It includes six major nineteenth- and early twentieth century vessels and 110 small craft at Hyde Street Pier, the Maritime Museum on the San Francisco waterfront near Ghirardelli Square, and the J. Porter Shaw Library and historic documents department at Fort Mason. The staff ranges from riggers and shipwrights to librarians and archivists, all of whom have a passion for Bay Area seafaring history and want to share their knowledge of that heritage.

During her lively lecture, Mary Jo emphasized that archives are tools, kept to be used. She pointed out that there is an ongoing debate about the ships themselves, whether they should be taken out of the water where they provide a direct experience of seafaring life in bygone eras but are subject to the ravages of salt water and weather; or whether they should be housed indoors and preserved intact, with the hand of the original boat builder visible on old timbers. If you have a wooden boat, you have either a wreck or a replica, she quipped. The 1895 schooner C.A. Thayer at Hyde Street Pier is one such controversial and fragile ship. It is the most endangered wooden structure that Congress funds and may, in time, be moved to shore.

The efforts of the archivists to identify, organize and preserve maritime artifacts and records are rewarded by the participation of the public in ongoing programs and research. Thousands have attended the SFMNHP's popular Festival of the Sea, sung chanteys on the Balclutha, and seen school groups off on rigorous overnight 'Age of Sail' tours. There are traditional sailor craft programs, publications of nautical history, boat building workshops and hands-on exhibits. Did you know that the Maritime Museum was originally built during the Depression by the WPA as a bathhouse and casino?

Mary Jo offered an insider's view of how finding aids and automated systems have evolved for the museum objects of the National Park Service (NPS) as a whole. This process sounds daunting when you consider there are 379 NPS units and that the SF Maritime National Historical Park is unique among them as a 'park' of floating vessels and disperse offices holding books, letters, maps, photographs and all sorts of maritime records.

Besides describing SFMNHP's holdings, Mary Jo also shared her theories of information seeking behavior and how it relates to her institution as a knowledge organization. She quoted Marcia Bates' "browsing and berry picking techniques" as a key to

understanding search strategies. Information is not in bunches, but in bits and pieces. Additionally, we often start with people before we move to objects and digital sources to complete our quests. This view



Continued on next page

cycled back to Mary Jo¹s emphasis on archives as tools. She is an exceedingly generous and service-oriented archivist, respectful of the institutions who make considerable investments to manage their information assets and the public who benefits from access to them.

The convergence of Mary Jo's archival activities, her lecture skill and her knowledge of local maritime lore was irresistible to me. I have a personal bias in this. She was one of my favorite professors at UC Berkeley where she taught introductory and advanced courses on archival administration from 1985-1993. She was also a consulting archivist for the Smithsonian when they acquired the collections of branding and packaging pioneer Walter Lander (now deceased), whose company I work for in San Francisco. Lander is famous for having run his business for 20 years from the restored ferryboat Klamath docked at SF's Pier 7, another bit of local shoreline color.

The Internet has helped the park service integrate and build records management systems throughout its parks (www.library.nps.gov). The Online Archive of California (www.oac.cdlib.org) has given the SF Maritime National Historical Park invaluable statewide exposure. But we're even luckier. We can take a trip to Hyde Street Pier and Fort Mason right here in San Francisco to see the ships, photographs and records of bygone years that enrich our own times.

— Chris Orr is Studio Archivist at Lander Associates in San Francisco.

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## **New Members**

by Beth Fain

I want to welcome Katherine and Marie, who joined SLA last spring and let newer members know that I plan to reach them soon to include a bio in spring 2001 *Bayline*.

After 20 years work in the news and entertainment fields **Katharine Shields** recently moved to San Francisco to deepen her study of Soto Zen and pursue a new career in librarianship. A 1998 M.L.S. graduate of The Pratt Institute in Brooklyn, New York, Katharine volunteered at the libraries of The Jung Institute and San Francisco Zen Center (SFZC). In September 2000, she began a one-year commitment as workleader/guest student manager at San Francisco Zen Center. At this moment in her life, training in Soto Zen holds center stage. Library work will come later.

Marie Teixeira worked for Lockheed on various software projects, including the Space Telescope she joined Digital Equipment Corporation, where she worked at the support center delivering VMS operating system support to system administrator. She also helped create the Technical Information Management Team to manage and publish solutions created by the worldwide support centers. She is currently involved in process analysis, data mapping, and training for integrating support and engineering groups into the common call and defect tracking system at Wind River in Alameda. She received a BA in English, MLIS from U.C. Berkeley, and a second undergraduate degree Math/Computer Science from CSU Hayward.

— New members who haven't been interviewed for this column, please contact Beth Fain at bfain@ncal.verio.com so we can start getting to know you!



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The April tradition takes place at various Bay Area restaurants. We usually pick three or four in San Francisco neighborhoods — the Castro, Inner Richmond or Sunset, the Marina; three or four in the East Bay—North Berkeley/Albany, Oakland/South Berkeley, Walnut Creek/San Ramon, Hayward/San Leandro/Fremont; one in Marin; and one in the South Bay.

If you haven't been to a neighborhood dinner, you'll be happily surprised at how much fun it is to spend time getting to know colleagues who live near you; if you've already been to one, then you will be sure to be there again on April 17. Whether it's your first time or your fourth, you

can help make this NDM a success by being a neighborhood host. It's simple. Chapter members in your neighborhood will contact you; based on their input you will select a moderately priced local restaurant, make reservations and then let your colleagues know when and where to meet. Each member pays (cash) for his or her meal.

To be a host all you have to do is contact **Ella Hirst** at ellah@mindspring.com.

Editor's Note: If you've never attended one of these before, you've been missing out! I'm part of the infamous Sonoma/Marin neighborhood group; we think this is so much fun that we've been meeting religiously EVERY QUARTER since the first event in 1998! Being a host is not that much work and is a great way to contribute to the Chapter!

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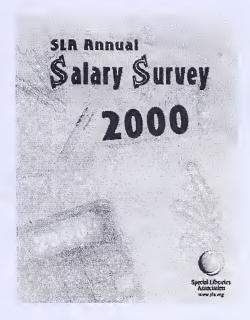
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# Calendar

#### JANUARY

Association for Library & Information Science Education (ALISE). Washington, DC. http:// www.alise.org

11

The Innovative Imperative: **Extraordinary Opportunities for** Information

Professionals, Joint San Andreas and San Francisco Bay Region Professional Development workshop, Pacific Energy Center, San Francisco. 9

a.m. - 11:30 a.m. Contact: Claudia Fenelon 415-732-8039.

12

The Innovative Imperative: **Extraordinary Opportunities for** Information

Professionals. Joint San Andreas and San Francisco Bay Region Professional Development workshop, HP Labs, Palo Alto. 9 a.m. -11:30 a.m. Contact: Jane Ibl.

12 - 17

American Library Association Midwinter Meeting, Washington, D.C. Contact: ALA (800) 545-2433.

16

Archiving the Internet: SF Chapter dinner meeting with Brewster Kahle. Gabbiano's Restaurant, One Ferry Plaza, Pier Two, San Francisco. (See flyer in this issue!)

16 **Enterprise Information Portals:** Who Needs Them? San Andreas Chapter program. Contact: Jonathan Silver, (650) 496-1284.

17

Introduction to Book Collecting. The Mechanics Library, 6pm, 4th floor meeting room. Presented by David Gregor and Teresa Calter of Gregor Books, publishers of Firsts: the Book Collector's Magazine. See www.milibrary.org or call (415) 393-0101.

25 - 27 **Special Libraries Association** Winter Meeting, Savanah, Georgia. Contact: SLA (202) 234-4700.

28 - 30Special Libraries Learning Conference, Savannah, Georgia. Contact: SLA (202) 234-4700.

#### FEBRUARY

Library Management Skills Institute II: The Management Process. A four-day intensive learning event sponsored by the Association of Research Libraries (ARL) to be held in Las Vegas, Nevada. Contact the ARL/ OLMS Program Assistant (202) 296-8656 ext. 141, fax (202) 872-0884, or email training@arl.org.

7-10 Northern California & Nevada Medical Library Group/Medical Library Group of Southern California & Arizona 2001 Joint Meeting. San Francisco, CA. See http://ncnmlg.stanford.edu/ JtMtg2001.

16-18 Strategic Issues Forum for Academic Library Directors: "Rethinking Academic Library Performance in the Digital Age" Sponsored by the Association of Research Libraries (ARL) and the OCLC Institute. Tempe, AZ. See http://www.arl.org.

22 SF Chapter dinner meeting with Barryl Brock, author of Havana Heat and If I Never Get Back. U.C. Faculty Club, Berkeley. (See flyer in this issue!)

#### MARCH

13 - 17 Computers in Libraries 2001, 16th annual conference. Washington, D.C. Contact: Information Today, Inc. (609) 654-6266.

26 - 28 Internet Librarian International. London, United Kingdom. Contact: Information Today, Inc. (609) 654-6266.



JUNE

9-14
2001: An Information Odyssey: Seizing
the Competitve Advantage. SLA annual
conference. San Antonio, TX. Contact: SLA

(202) 234-4700.

To list an event contact Chris Orr at 415-365-3745 or chris\_orr@sfo.landor.com.

Calendar events are updated biweekly at http://www.sims.berkeley.edu/sfsla/.



Happy New Year!

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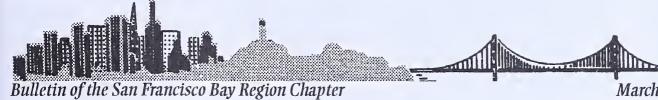
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# THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter Special Libraries Association March/April 2001 Volume 71 Number 4

### President's message from Marlene Vogelsang

I left the Bay Area during a Stage 3 energy crisis to attend the SLA Winter Conference in Savannah, Georgia. The electricity reserves were dangerously low. I returned to find that situation continuing. The energy industry in California is indeed difficult and changing daily. Part of the solution is conservation and additional/alternative energy resources. As many of you know, my work at the Pacific Energy Center is providing information about energy efficiency. I am very familiar with energy saving techniques and renewable energy resources and would be happy to share them with you. Please give me a call if I can provide that assistance.



I was also experiencing an energy crisis of my own—nowhere near a Stage 3, but work, home and other responsibilities were taking their toll. Getting away for a few days really helped, and attending the Winter Conference was a renewing experience. I always find myself stimulated by the company of my colleagues, and this conference was no exception. The Winter Conference provides chapter and division leadership with opportunities to work closely with the Board of Directors, Association staff, and with each other. It also provides an opportunity to get acquainted, learn more about the business and operation of the Association, and to share techniques on effective leadership. Once again, I was impressed by the enthusiasm, dedication and commitment of SLA leadership at both the chapter and division as well as the Association level. I am very proud to be a member of this organization.

Our chapter was well represented at Winter Meeting. Participants included **Richard Geiger**, Director of Research at the San Francisco Chronicle and Treasurer of the Association; **Bill Fisher**, professor at San Jose State and candidate for Association President; and **Maggie**Continued on page 5

#### inside...

- How is a Website like a wedding? Find out on page 7!
- Catch up on the latest Chapter gossip, page 11.
- Meet our new members on page 15.
- Call for nominations, page 17.

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Special Libraries Association

# **SFSLA** Bayline

Eris Weaver, Editor Gerald Clark Elyse Eisner Beth Fain Kate Manuel Cynthia Rider Roger Strouse

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#### From the editor's desktop...

Marlene's *President's Message* (page 1) about the energy crisis leads me to reflect my own personal energy crisis. I seem to have internalized the motto "If you want something done right, do it yourself"; others around me must have committed themselve to the slogan "If you want something done, ask a busy person" because just as I end one commit-



ment, three other people ask me to take on more! I must admit, though, that I enjoy being busy and involved -- if I don't have tasks that challenge me I get bored. It's important, however, to pay attention and notice what things <u>renew</u> my energy, and try to do more of them.

While working on committees certainly does <u>use</u> energy, there is much about Chapter involvement that <u>gives</u> me energy. Dinner meetings offer opportunities to schmooze with colleagues, getting to know people better and sharing ideas. Professional development courses and conferences provide a chance to learn new skills. And all gatherings involve general socializing and fun. What more could you want?

I just got back from attending the Joint Meeting of the Northern California & Nevada Medical Library Group/ Medical Library Group of Southern California & Arizona. I always come back from a confer-

Continued on page 14

#### Copy deadlines for 2000/2001

May/June

April 6

Email copy to erisw@sonic.net.
Voice: 707-778-9114; fax: 707-765-2076. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: http://www.sims.berkeley.edu/sfsla/

#### **Jobline Information**

Our Chapter has assumed responsibility for the Jobline, online at http://www.san-andreas-sla.org/sa/jobline/jobline.htm.
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O'Brien, Schwab Foundation for Learning, our chapter President-Elect. Several chapter members are active in division activities: Linda Vida, Water Resources Archives at UCB, chair-elect of the Environmental Resource Management Division; Katherine Bertolucci, Isis Information, chair of Library Management Division; Ayila Rose, chair of the Solo division; Jenny Kanji, Lexis-Nexis, Secretary of the Legal Division; Chris Hardesty, San Jose Mercury News, working on a task force committee, and Lynn Dix, convener of the International Information caucus. I was also pleased to see member Alida Fields.

Association President, **Donna Scheeder**, presented a dynamic overview of the current direction of the Association called "SLA: Guarantee the Future." She outlined the status of the five task forces that are currently working to position SLA as THE effective and responsive association for information professionals. Richard Geiger has agreed to present highlights of Donna's talk at our March joint dinner meeting with San Andreas chapter.

The next few months continue to be active for our chapter: the March 22 joint meeting with San Andreas chapter, featuring Rebecca Roberts; tours of the new San Francisco Airport Museum and the Exploratorium; the always popular April neighborhood dinner meetings and May's Dolby Movie Matinee. I really hope to see more of you at these upcoming events.

We also have a dynamic slate of candidates for chapter election. (Please see the article on page 9.) Thank you **Charlotte Sanders**, **Linda Vida** and the Nominating Committee for your work. The confirmation vote will take place at the March 22 meeting. Please make every effort to attend.

Maggie O'Brien is gearing up to form her Advisory Council and committees for next year. You can help make the chapter what you want it to be, just say "YES" when Maggie calls!

My continuing thanks go to the Executive Board and Advisory Council. Your efforts this year have

been outstanding: a wide range of interesting and thoughtful programming at meetings and professional development events; new venues and delicious eats from Hospitality; an always engaging *Bayline*; the Website and Jobline resources; the expanding value of our discussion list; upcoming membership directory, and the advertising/fundraising efforts that underwrite all this. Thanks once again to the Chairs and their committees for making this chapter work.

When you receive this issue, spring should be in the air. I hope it is, anyway. I am looking forward to the excitement and buzz of springtime's renewal. Springtime, and time with my friends, are an important part of my renewable energy strategy! And, fellow fans in the chapter, you know that spring means baseball! A new season, and everything, anything is possible.

Take me out to the ballgame.....

- President Marlene Vogelsang can be reached at mxv6@pge.com or 415-973-7206 for Chapter information and for resources on energy/energy efficiency.



MARCH • APRIL 2001



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# NetTalk Reflections on the Website Re-Design Process

by Kate Manuel

I recently had dinner with one of my husband's co-workers and her fiancé. They are planning a September wedding; nine months before the ceremony, they are already besieged with unsolicited advice from family, friends, co-workers, and strangers. As I masterfully controlled myself – limiting my advice to the observation that the couple needs to do what's right for them – I realized that the only time in my life I've gotten more uninvited advice than when planning a wedding was when working on the redesign of my library's Website.

Never, until I became part of a small committee working on re-tooling the library's Web presence, did I get so much unsolicited and contradictory advice from so many people! My observation sparked this piece reflecting on why this is so – and suggesting what people can really do to help those charged with re-designing their organization's site.

People seem to experience a deeply personal connection to the visual appearance of Web pages. I say this because people who have little or nothing to say about proposed designs for printed handouts or redesigns of physical space wax passionate about merits or drawbacks of particular colors, fonts, and page layouts. There seem to be two reasons for this. First, people generally experience the Web individually, at the privacy of their computer terminals. They know their reactions to stylistic elements on Web pages and have no opportunity to see that others may have different but equally strong reactions.

Secondly, people often think that making changes in the Web environment is easy and without cost. People who hate the use of the font Impact for headings on a handout aren't going to continue to lobby against Impact after the handout is printed – because they know that no one is going to authorize reprinting 500 copies of *Searching WorldCat* simply because one person really objects to the font. The

same goes for carpeting and furniture. The brown that everyone liked in the swatches may look really bad when actually the color for the couch and chairs in the lobby, but everyone knows the brown will be staying.

Not so with the design elements on a Website. People continue to wage rear-guard actions against Arial Black or a pale yellow background long after decisions are finalized. After all, "all" you have to do is edit some Web pages to make a change. It sounds simple, until you realize that unless your site is based on cascading style sheets – or has some other mechanism for global stylistic changes – someone has to open every page on the site and change its font or color.

Another reason that there are so many wanting a say in Website re-design is that one can position oneself as "cutting edge" simply by issuing pronouncements about the future of Web design and where the organizational site must go to be remotely "with it." I've thus heard that underlined hyperlinks in the standardized blue will remain the future of linking, while others point to plain text hyperlinks in pastel colors as the emerging trend. White text on a black background is either the new "newest" thing, or totally passe. Websites with the latest features are variously called fourth or even fifth generation – while the local site is credited with being second or even first generation.



Categorizing
Websites by their
"generation" is an
interesting phenomenon in itself. In human society, most
people recognize the
co-existence of vari-

Continued on next page

ous generations as a good thing, valuing the contributions that different generations make to the total fabric of human life. The same is not the case with generations of Web pages. There the goal is to move to the newest generation, obliterating all traces of earlier generations without even considering the possibility that an earlier generation's design might have something to contribute to the total fabric of the Web – or be the best conveyor of an organization's content.

The fact that people can find an empirical study to prove just about anything they want to prove about the Web compounds the problem of re-designing a Website. There are literally thousands of design criteria for Websites, and many of these criteria simply reify their creators' individual preferences. My favorite is Website Usability - A Designers Guide (Morgan Kaufmann Publishers 1999), which found that the sites users said they liked most aesthetically were not always the ones that they could use most successfully in finding information. A recent article, "Satisfiers and Dissatisfiers: A Two-Factor Model for Website Design and Evaluation," in the Journal of the American Society for Information Science extends the results of this study by making the case that being usable and being likable are two separate goals for a Website.

With these considerations in mind, I hereby propose the following suggestions for dealing with colleagues in a Website re-design:

- 1. Accept that no one has as her/his goal the creation of a deliberately bad Web presence for your organization. You may think that someone's proposals would lead to the worst possible Website, but realize that this person is not proposing them with this goal in mind. For some reason, s/he thinks they would be good things to implement.
- 2. Accept stylistic decisions once they've been made by the larger group. After the decision to use Times New Roman font has been made, don't spend the next two years lobbying for Palatino. If

Times New Roman bothers you that much, you can always configure your browser settings so you never have to see it on the organization's site. Conversely, if you are part of the site re-design group, you need to respect that colleagues not working on this project have strong feelings on design issues and afford them ample opportunities to comment.

- 3. Be aware that anything stylistic you propose is probably contradictory to someone else's proposals. That's just how Web design works. You'll have to reconcile things somehow.
- 4. Be as concerned about the content and structure of the site as about its design. Libraries are, after all, information organizations, and so long as design does not interfere with structure and impede access to content, is it really the big issue for your site? If only all those passionate about background color would be equally passionate about identifying content missing from the site.
- 5. Know that a Website's design isn't forever – but it's also not something that those involved with it want to keep re-visiting continuously and eternally. Your organization, your workers, and your site's users need periods of stability in your site's design.

Most importantly of all, know that those doing the re-design are getting more advice than they can ever deal with. They really are listening, even if they don't implement everyone's suggestions on everything. After all, a bride can only wear one dress!

Suggestions, comments, and guest contributions to this column are always welcome! Contact NetTalk editor Kate Manuel, librarian at California State University, Hayward, at (510) 885-2974 or kmanuel@csuhayward.edu.

#### Chapter Candidates for 2001-2002

by Linda Vida

As chair of the Nominating Committee for the San Francisco Bay Region Chapter of SLA, I would like to announce the slate of candidates for 2001-2002. I would like to thank each person on this slate for their commitment to the Chapter and willingness to donate their time and talents.

- President-elect/President/Past-president: Tamara Horacek
- Assistant Program Director/Program Director: Jaye Lapachet
- Treasurer: Kevin Canada

This slate will also be announced at the February and March dinner meetings and this slate will be voted on at the March dinner meeting, if there are no additional nominations. If any chapter member has additional nominations for these offices, please send them to me at 510-642-2666 or lvida@library.berkeley.edu. (You must have the approval of the nominee in order to submit their name.)

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Building Career Partnerships

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### Laissez le bon temps roulez!



Our own **Debbie Hunt** is Conference Chairperson for the annual conference of the Association of Independent Information Professionals (AIIP) to be held April 19-22 in the historic French Quarter of New Orleans.

Attendees from around the world will participate in sessions featuring:

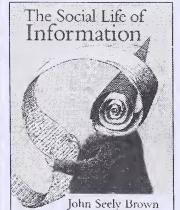
- Keynote address "The Invisible Web" with Gary Price, Reference Librarian, George Washington University, and Chris Sherman, President, Searchwise.
  - The Roger Summit Award Lecture with Dr. Carlos A. Cuadra, President, Cuadra Associates, Inc.
- "Bots, Intelligent Agents and Information Retrieval on the Internet" with Marcus P. Zillman, Founder and CEO of BotTechnology.com, Inc.
- "Building Your Brand Image" with John Deveney, Deveney Communications. Concurrent sessions on international business matchmaking, gut-wrenching decisions for business owners, increasing web traffic, legal issues on the Internet, e-commerce, best practices, and tools of the trade.

On the lighter side, the four-day event will feature a welcome reception for first-time attendees, dessert reception with a new AIIP game show, and a gala evening at the Music Conti Wax Museum in the famous French Quarter.

To find out more, go to: http://www.aiip.org/ or contact Debbie at dhunt@exploratorium.edu.

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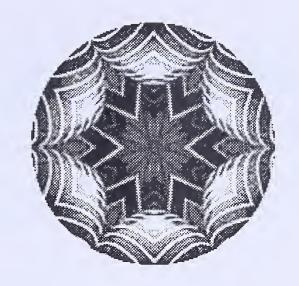
# Kaleidoscope

Well, I don't know how I missed this one, and maybe I'm the only person who did (in which case I shouldn't admit it), but it was news to me that Alumnae Resources had changed its name to Lifeprint in May, 2000. The library also reduced its space by eliminating miles of clipping files and replacing them with other, less bulky, sources of company information. Thanks to Jean Malinasky at Lifeprint for setting me straight. For more information about Lifeprint's resources, contact Jean at jean.malinasky@lifeprint.org.

Author, author! **Anne Suter** of Boster Kobayashi & Associates in Livermore, has co-authored a chapter for the book *The 2001 Wiley Expert Witness Update*, to be published by Aspen Law & Business. Anne's chapter is titled "The Human Factors Expert Witness." Boster Kobayashi is a retained expert witness firm.

Job changes: Cynthia Bennington, formerly of Keyser Marston Associates, became the librarian at Kennedy Jenks Consultants in November. Cynthia is enjoying her new situation, which is a big change for her — from serving 50 people to serving 350, and from real estate consulting to engineering. Contact her at 415-243-2531; e-mail is cynthiabennington@kennedyjenks.com. Replacing Cynthia at Keyser Marston is Kimberly Heaton, a recent MLS from Indiana who has just recently rejoined SLA. You can reach Kimberly at 415-398-3050 x150 or e-mail kheaton@keysermarston.com. Barbara Bernhart has joined Vivian Kobayashi at the Wells Fargo Technical Library, where her phone number is 415-243-6360. And Joanne Scala is leaving Baker & McKenzie to join former co-worker Donna Purvis at Morrison & Foerster.

Linda Suzuki reports a different kind of change at SFPL. The ILL public desk has been merged with the public information services desk so that all requests can come through the same portal (if I'm allowed to use that word in a low-tech context).



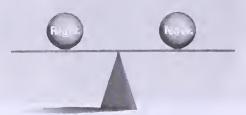
Thanks to Elizabeth Daniels at Axys Pharmaceuticals for some news we can use. Elizabeth is donating some library materials to the Sustainable Sciences Institute (www.ssiling.org), which helps US scientists share materials with scientists in Latin America. Since Elizabeth is in the process of merging two library collections (with the attendant weeding of duplicates and other unnecessary materials), she has quite a number of journals in need of disposal. SSI will take those journals and donate them to research institutes in Venezuela, Uruguay, etc.

Golly, Batman, maybe you really CAN find everything on the Internet! Have you done a Google search on your own name? It never occurred to me to try, but after a high school classmate found me through a 1999 UC Berkeley SIMS item last week, I did and got 4 hits – all of them old, useless, and out of date, but surprising nonetheless. Although not as surprising as getting e-mail from someone I last saw in 1968...

— Send your job changes, new phone and e-mail information, travel stories or what-have-you to Elyse Eisner at eeisner@taylorlib.com.

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The San Francisco Bay Region Chapter, Special Libraries Association, invites you to join your colleagues at the

# 5<sup>th</sup> Annual Neighborhood Dinner Meeting Tuesday April 17, 2001

# Here's how it works:

- 1. RSVP to your neighborhood coordinator by April 5.
- 2. Coordinator will contact you about restaurant choices and meeting time.
- 3. Bring cash (about \$20) to the restaurant.
- 4. Enjoy your dinner!

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#### **Alameda**

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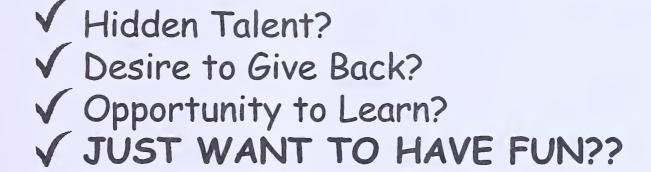
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Think globally, eat locally.





Get involved this year by joining a chapter committee! A minimum time commitment will bring you maximum satisfaction with new learning experiences and valuable professional contacts and friendships.

Only with broad-based member participation can our chapter remain vital and growing. So sign up now! At the year's end you too will say, "I did receive more than I gave".

Use this form to check off the activities that interest you, and e-mail, mail or fax your choices to Maggie O'Brien by April 13. If you aren't sure what's right for you or need more information contact her or one of the committee chairs (see page 2). Send your form to: Maggie O'Brien, 1650 S. Amphlett Blvd. #300, San Mateo, CA 94402. Phone: 650-655-2546 Fax: 650-655-2411 e-mail: mobrien@schwablearning.org.

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coordinates activities with SLA student chapter

solicits ads for the chapter newsletter and membership directory

edits and produces chapter newsletter, Bayline publishes Directory and maintains member records

raises funds for the sponsorship of chapter programs

monitors and reports on relevant legislation

selects locations and makes arrangements for dinner meetings

coordinates mailing of newsletter and meeting

acts as information clearinghouse & liaison to other organizations

organizes continuing education programs

decides on topics & speakers and organizes meeting programs

directs long-range chapter planning

organizes visits to member libraries & other related organizations

maintains and develops chapter Web site

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ence re-energized for my job. Particularly as a solo librarian, it's easy to get isolated in my own little box and lose touch with what other folks are doing out there. Check out the calendar on page 18 for upcoming meetings and events, if you're in need of some re-energizing yourself!

There were some great speakers at the meeting, particularly keynote speaker Eugenie Price, head of the Hewlett Packard library. A dynamic and humorous speaker, her theme was "I'm Not Afraid of the 'L' Word!" She offered a lot of suggestions about how to promote ourselves in our organizations by doing what we do best and tooting our own horns about it.

I did a little horn tooting of my own at this event, presenting a paper titled, "'Didn't I Just See You on TV Last Night?' Using Local Media to Promote a Consumer Health Library." Yes, folks, I have become a local television personality! My organization has partnered with the local community access

station to produce health-related programming. Let me tell you, this has been a LOT of fun! Expanding skills and stretching job definitions -- that's my idea of professional development!

I have belonged to many associations during my career in libraries. Attending events of other organizations always reminds me why our SLA chapter remains my primary affiliation. Don't get me wrong, I'm not dissing NCNMLG/MLGSCA; the conference was great. But the organization of SLA-SF, the caliber of our events, the quality of our publications, and yes, the overall ENERGY of the group is unsurpassed.

If you haven't yet served on a Chapter committee or attended an event, you don't know how much you are missing! Check out the call for volunteers on page 13 for a committee that appeals to you, and re-energize!

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# **New Members**

by Beth Fain

Fifteen new members joined SLA in summer and fall 2000, all with fascinating and unique backgrounds — from public relations and business to piano performance. Although most new members reside in the Bay Area, we continue to attract members from all parts of the country. A few are students, others are returning to the SLA network.

Shirley Chan is a full-time first-year masters student at the School of Information Management and Systems at UC Berkeley. She also works on the SIMS Web development team at to redesign and maintain its official Web site. She has a Bachelor of Science in computer engineering from Northwest-ern University, from where she graduated last June. She worked as a software developer at an engineering co-op at Northwestern and also worked in Student Affairs, University Library circulation, and haggling Northwestern alumni.

Shirley says she tends to get obsessed with one topic and read about it ad nauseam, "until something else interests me more." Currently she's reading about the Protestant Revolution and the doctrines of the Catholic, Episcopal, and Lutheran churches. When studying wears her out, she reads her favorite children's books series: Little House on the Prairie, Betsy-Tacy, and Harry Potter. For more information, see Shirley's personal Web page at http://sims.berkeley.edu/~schan.

Dalene Hawthorne, the Library Coordinator at KPMG LLP in San Francisco, is responsible for acquisitions for the Northern California and Pacific Northwest offices of KPMG. She is also the system administrator for the SydneyPLUS system and is responsible for maintaining the physical libraries.

She graduated from Wichita State University with a Bachelor's degree in both piano performance and music education. She started (but not finished) two Master's programs — one in piano performance and one in business administration — and is about to start a third — an MLS program at San Jose

State.

She has been the Offsite Storage Project Manager at the University of Denver Penrose Library, Information Specialist at the EPA Superfund Records Center in Denver and a customer sales consultant for Innovative Interfaces in Emeryville. She held various positions at Information Access Co. in Foster City, including manager of the Serials Dept.

Her top five books vary from day to day, but usually include Jane Eyre ("a hopeless romantic, and I love happy endings"), *The Joy Luck Club*, and *A River Sutra* by Gita Mehta.

Brenda Everett is VP of Content Asset Management, Intraware, Inc. (formerly VP Knowledge Services). Previously, she held a variety of business development and sales positions at Dialog and The Gale Group, including a three-year European stint (based in Belgium). While at Dialog, she was part of a team that negotiated and implemented the first electronic redistribution rights program for enterprise customers. She's co-author of The Cocktail Waitress: Woman's Work in a Man's World (J. Wiley & Sons). She holds an MA and BA in Legal Anthropology from the University of Minnesota and Macalester College, and certificates from the Knight-Ridder Frontline Leadership and Harvard Negotiation programs. She recommends the book of short stories, Interpreter of Maladies, by Jhumpa Lahiri.

Donald Bierey is in charge of maintaining Matson Navigation Company Inc.'s records for the Engineering Department's drawing, file folder system, and operator's manual collections. Matson is a transoceanic shipping company, headquartered in San Francisco, with a fleet of 10 container ships supplying and retrieving almost everything that Hawaii consumes and discards.

Continued on next page

Don graduated with a BA from SUNY Stony Brook, NY and New College of California, San Francisco. He was enrolled in the MLS program at SJSU and is just shy of his degree. Previously he worked in New College's library, at B of A's Technical Campus library in Concord, at a couple of law libraries in SF, and at several loose-leaf filing temp jobs through Certified Personnel and Taylor & Associates.

Don does not get to read too many books and says he hardly goes to the movies. He reads the *SF Chronicle's* "Datebook" section, stating that "I find that an uncensored slice of real life can be found in the comics and the columns of Jon Carroll, Adair Lara and the like on the last page." He also does the crosswords while commuting on BART. When the headline "Peace Breaks Out Across the World" appears, he will read the rest of the paper. He loves the movies 2001: A Space Odyssey, Bound for Glory, and The Grapes of Wrath.

Lee Anne Ashurst is a Sales Manager for Prenax, a subscription management firm handling newspapers, magazines and trade journals. She has been in Europe for 7 years and in San Francisco for over 1 year. She went to the University of Alabama and majored in Public Relations. Before Prenax she worked for Decker Communications helping people be more effective communicators. She just saw O Brother Where Art Thou and thought it was very funny.

— New members who haven't been interviewed for this column, please contact Beth Fain at bfain@ncal.verio.com so we can start getting to know you!

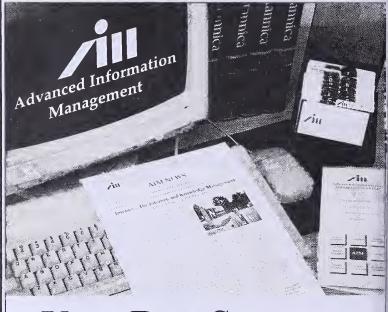
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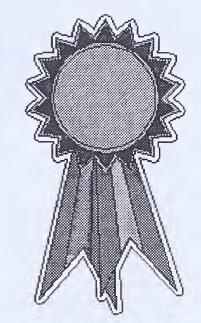
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# Call for Nominations: San Francisco Bay Region Chapter Award for Professional Achievement

Deadline: April 13, 2001

As a volunteer, professional organization, the success of the San Francisco Chapter depends on the invaluable efforts of its members. We all know chapter members who, year after year, make outstanding contributions to the chapter through their talent, time and energy. Through the Chapter Award for Professional Achievement, we can publicly recognize those members, active or retired, for their "notable and enduring contributions to the chapter or the profession."



Award criteria specify that particular attention should be given to local involvement and chapter contributions, including outstanding leadership in the chapter and in committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovations at the worksite; and mentoring activities.

Recent award winners are Cristina Campbell, Debbie Jan, Tim DeWolf, Terry Dean, Richard Geiger, Angie Brunton, and Marie McKenzie and Bob Britton (jointly).

You can nominate a fellow member by completing the form below, attaching pertinent biographical data about the nominee, and stating why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. Forward in confidence to Jeanne Fong, 809 Talbot Avenue, Albany, CA 94706. Deadline: April 13, 2001.

Nominee:	
Nominated by:	
Signature:	Date:
Phone number:	Email:

# Calendar

#### MARCH

5 - 6

Association of Research Libraries From Data to Action: an ARL Workshop on Strategies to Redesign ILL/DD Services, Washington, DC. See www.arl.org/workshops.html or contact 202-296-2296

7 - 10
SCIP Annual International
Conference, Seattle, Washington.
Contact 703-739-0696.

12 - 23

Association of Research Libraries Effective Decision Making: Tools and Techniques Online Lyceum Course; see www.arl.org/workshops.html or contact 202-296-2296

Joint San Andreas / San Francisco Bay Regions Chapters
Meeting, South San Francisco.
Contact: Karen Zilla 415-433-3600.

13 - 17 Computers in Libraries 2001, 16th annual conference. Washington, D.C. Contact: Information Today, Inc. 609-654-6266.

22 - 23
Society of American Archvists
Encoded Archival Description
workshop, Oregon State University, Corvallis, OR. Contact:
Solveig DeSutter and/or Patti
O'Hara in the SAA Professional
Education Department, 312-9220140.

26 - 28 Internet Librarian International. London, United Kingdom. Contact: Information Today, Inc. 609-654-6266.

#### APRIL

5 International Special Librarians Day. Contact: SLA, 202-234-4700.

19 - 22
Association of Independent
Information Professionals Annual
Conference, New Orleans. For
more info see http://
www.aiip.org.

Society of American Archvists
Copyright: The Archivist and the
Law workshop, Lovejoy Library,
Southern Illinois UniversityEdwardsville. Contact: Solveig
DeSutter and/or Patti O'Hara in
the SAA Professional Education
Department, 312-922-0140.

Information Comes of Age — Collaboration And Information Competency: Effective Strategies and Models. California Clearinghouse for Library Instruction workshop. Contra Costa College, San Pablo. Contact: Judith Welsh 530-752-6204 or jawelsh@ucdavis.edu.

#### MAY

15 - 17 InfoToday 2001, New York, NY. Contact: Information Today, 609-654-6266.

25 - 31 Medical Library Association Annual Meeting, Orlando, Florida. Contact: MLA, 312-419-9014.

#### JUNE

9-14

2001: An Information Odyssey: Seizing the Competitve Advantage. SLA annual conference. San Antonio, TX. Contact: SLA (202) 234-4700.

14 - 20 American Library Association Annual Conference, San Francisco. Contact: ALA, 800-545-2433.

#### NOVEMBER

2 - 5
California Library Association
Annual Conference, Long Beach.
Contact: CLA, 916-447-8541.

To list an event contact Chris Orr at 415-365-3745 or chris\_orr@sfo.landor.com. Calendar events are updated biweekly at http://www.sims.berkeley.edu/ sfsla/.

#### Announcing an Exciting Video Conference-

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#### Correction

In Chris Orr's review of the Chapter program at the Maritime Museum (Bayline 71(3): 13-14), Walt Landor's name was misspelled. We apologize for the error.

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# THE BAYLINE

Special Libraries Association



May/June 2001

Way/June 2001 Volume 71 Number 5

### President's message from Marlene Vogelsang

Time flies when you're having fun! Actually, time seems to fly no matter what these days. Does it seem that way to you, too? I am amazed that my year as Chapter president is nearly over; it seems just yesterday that I was asked to serve the Chapter in this office...and that was two years ago!



It also seems both like yesterday and forever ago that I was struggling with Unix commands to access files on remote computers and retrieve text based resources from all over the world...I remember a class called "Internet for the Innocents"! I remember when "www." and

"@whatever.com" were not in every ad and on most everyone's lips. And now, seemingly overnight everyone is connected and online, all the time, to click to images, music and video files, netphones, live chat, wireless access...it really is quite amazing.

We, as information professionals, are beneficiaries of these incredible changes. We also can play important roles in how they are developed. Think of the tools you take for granted now. Think about the amount of information available now...and in more formats than ever before.

A recent article in *Information Outlook*<sup>1</sup> predicts that still more radical change is in store for our profession. Software tools to process data in real time, "information exploitation tools" are coming on quickly. We will have the ability to present new forms of information: visualization capabilities, text summarization, and information profiling. Sound exciting? Sound daunting? It does to me! This future will be here soon.

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#### inside...

- Check out new search engine features, page 7.
- Find out what you've missed at meetings on page 9atch up on the latest Chapter gossip, page 11.
- Meet our **new members** on page 13.
- Join the Library Management Division's Information Odyssey, page 15.

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Special Libraries Association

# **SFSLA** Bayline

Eris Weaver, Editor Gerald Clark Elyse Eisner Beth Fain Kate Manuel Cynthia Rider Roger Strouse

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#### From the editor's desktop...

This issue marks the end of our Chapter's calendar year, and the end of my stint as *Bayline* editor. The last two years have been very full ones for me – in addition to my Chapter involvement, I've experienced two family deaths, a major job change, and a new relationship!



I think it's time to take a break, and hand the reins to the next driver.

Many thanks to Jeanne Fong and Marlene Vogelsang, the two Chapter Presidents with whom I've had the pleasure of working. These two have worked tirelessly behind the scenes to keep the Chapter going, and have done so with infinite grace and good humor. Welcome to incoming President Maggie O'Brien and President-Elect Tamara Horacek – you've got BIG shoes to fill!

I have also appreciated the advice, support, and commiseration of former Bayline editors **Jeanne Fong** (is there any Chapter job this woman has not done?!), **Ella Hirst**, and **Rita Evans**. You all left me high standards and lots of tools for attaining them.

Thanks also to those who have served on the Bayline committee over these past years: Lynne Branche Brown; Gerald Clark; Alice Egan; Elyse Eisner; Beth Fain; Jo Falcon; Kate Manuel; Lenay Milford; Cynthia Rider; Diane Rosenberger; Roger Strouse; Marlene Vogelsang; and Kelly Ward. Their contributions may not have always been visible to the reader, but *Bayline* could not have happened without them.

Continued on page 10

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Voice: 707-778-9114; fax: 707-765-2076. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: http://www.sims.berkeley.edu/sfsla/

#### Jobline Information

Our Chapter has assumed responsibility for the Jobline, online at http://www.san-andreas-sla.org/sa/jobline/jobline.htm.
For more information, contact Steve Cooney at 415-701-0781. To list a position, email him at cooney@sfgate.com.

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How to keep up with the changes? One way is through your participation with your colleagues and SLA. Both Chapter and Association level programming strive to keep you involved with the technologies that shape and change the way we work and do business. Take advantage of the education opportunities available through classes, workshops, discussion lists, video-conferences, and the wealth of resources on our Websites.

Another way is to help present those programs. Our President-elect **Maggie O'Brien** is looking for committee volunteers to develop and present next year's activities. You'll get to know your colleagues better while you are learning new skills and being a part of our Chapter's future.

The future will be here whether you are ready for it or not!

Before more time flies by, I want to thank and acknowledge all of you who made this year a success: the Executive Board and Advisory Council and the hard working committees that put all the chapter programs and services together. And I want to thank all of you who came to meetings, tours or professional development workshops; read the newsletter, supported Jobline, used the directory, and read or posted to the discussion list. The chapter is really about all of us: we do this for each other and as part of our professional responsibilities.

My very special thanks to Past President, Jeanne Fong, who has been a wonderful mentor to me and an active chapter member for many years. Jeanne has career news! More special thanks to departing Board member Karin Zilla, Director Programs, whose assistance this year has been invaluable and who has become one of my favorite baseball buddies!

Maggie O'Brien will assume her duties as Chapter President at the SLA conference in June. I know she'll bring her special style and personality to leading the chapter. Secretary Jo Falcon will continue to imprint our meeting minutes with her inimitable

humor and **Chris Orr** will step up as Director/Programs. I have appreciated your efforts this year and look forward to next..

An especially big THANK YOU to our Bayline Editor, **Eris Weaver**. This is her last issue as editor. She's done a marvelous job over the past few years. I've appreciated her wit and many faceted talents. Remember Eris and Jo Falcon and their belly dancing friends at our September kick-off meeting? I couldn't have asked for a more delightful beginning to the chapter year.

I'd like to congratulate our newly elected Executive Board members: **Tamara Horacek**, President-Elect; who has done outstanding work as our Treasurer these last two years; **Kevin Canada**, our new Treasurer and **Jaye Lapachet**, incoming Assistant Director/Programs. I appreciate your willingness to take on these responsibilities and I look forward to working with you.

Congratulations, too, are due **Bill Fisher**, who will be our SLA President Elect. We look forward to working with you during your term of office. I hope you enjoy yours with the Association as much as I have enjoyed mine with our chapter.

Welcome to our new SLA Executive Director Roberta Shaffer. We trust you will help us guarantee the future with SLA.

Our Chapter year draws to a close with a movie evening at Dolby Labs, in their superb screening room...with Dolby Sound, of course! I hope you will join us.

Thanks again for the honor of serving as your Chapter President. I appreciate your support and encouragement along the way. Together we have had a good year.

- President Marlene Vogelsang can be reached at mxv6@pge.com or 415-973-7206 for Chapter information and for resources on energy/energy efficiency.



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## NetTalk

## Go.Com's Gone, and Other Recent Changes in Web Search Engines

by Kate Manuel

The closing of February 2001 also brought the end of Go.com, the final - and comparatively shortlived – incarnation of the search engine formerly known as InfoSeek. I don't have many memories (fond or otherwise) of using Go.com, but I remember InfoSeek well. Back in 1997-1998, when it was still possible to teach a library's Internet sessions to rooms full of completely novice Web users, InfoSeek was foremost among the search options covered in my sessions. I, and a number of my thencolleagues, liked InfoSeek primarily because it allowed users to search additional terms within the results of a prior search - basically enabling them to do a Boolean AND search without needing to understand Boolean logic, or to do anything more than recognize that the results of the original search were broader than they'd expected and could be narrowed by the addition of another search term. At some point, for some reason I can't now recollect, I stopped using and teaching InfoSeek. I remember hearing of its transformation into Go.com - but that's about it.

InfoSeek's passing, nevertheless, evoked some nostalgia within me, as well as spurring closer attention to some of my familiar Web searching standbys. Selected findings of my re-examination of some common Web search engines are discussed in this NetTalk column. Readers who are like me in their ability to somehow type terms in a search box and click the hyperlinks on the results pages, without noticing anything different on the search site, may be surprised to discover some of the recent changes to these search engines. I guess you could say that this is the column for all of us who, back in elementary school, could identify only a couple of items when asked to list all the differences between two pictures!

Perhaps the biggest surprise was the discovery that a couple of search engines now include the op-

tion to search within the results of an earlier search - something that I only realized I missed when I thought of InfoSeek's demise. AltaVista (http:// www.altavista.com) now offers users the option to search within the results of a prior search, so people searching for information on "cats" could realize that 8,667,700 pages are way too many and get themselves more manageable results by searching those 8,667,700 pages for Siamese. Doing so cuts the number of hits down to 28,815, and the first page of results looks to be solidly about Siamese. Sadly, the "search within results" option does not appear when users select the Advanced search option - the one enabling fully Boolean searches. I could see uses for it there, as searching "football AND (raiders OR dolphins OR rams)" still yields 271,621 Web pages.

AltaVista's "search within these results" option essentially mimics AltaVista's "required" (+) and "excluded" (-) search commands – meaning that one could, in theory, do Boolean NOT searches by using the minus sign before the second search term(s) without fully understanding Boolean logic. That is, one could search "cats," find the results focused too much on Persians, and then search "-Persians" within the results of the earlier search. (AltaVista presumes that all searches within prior results are for additional required words, so the plus sign is not required.)



iWon (http:// www.iwon.com) – a search provider that never really captured my allegiance but seems, judging from the number of students I see using it, to have successfully marketed itself to

Continued on next page

**MAY • JUNE 2001** 

those currently in their late teens and early twenties – also now offers the option to search within the results of a prior search. With iWon, "cooking" found 4,036,805 results, while searching within these for "French" brought the number down to 295,044.

Perhaps it's just my faulty memory, but iWon seemed better to me this time round than it had in past uses. It now presents results from a searchable "FactFinder" first - for at least some queries. Typing "who was the president in 1887" (a "bad" search from an information professional's perspective, but one which search services like AskJeeves encourage and "real" people commonly use) got the FactFinder, which linked me to a page with the information that Grover Cleveland, whose term ran from Mar. 4, 1885-Mar. 3, 1889, was president in 1887. Unfortunately, not all questions worked as well; asking "who won the 1976 World Series" got not the FactFinder but Web pages, some of which addressed the 1976 World Series specifically but most of which were about the World Series generally.

ProFusion (http://www.profusion.com), a metasearch engine, is currently beta-testing different sorts of value-added results options. The beta version of ProFusion directs researchers to invisible web sites on their topics by clustering these sites within categories (like "financial" and "health") in a "ProFusion Recommends" section at the top of the results page. It also has a "track this page" option listed beside each site in its results listings, providing weekly notification of changes to the page listed for those who set up accounts for this purpose with ProFusion.

InferenceFind, a meta-search engine sufficiently known to make it into the 1999 edition of The Extreme Searcher's Guide to Web Search Engines, is no longer in operation. Visiting its former home at http://www.infind.com gets one only the message "Attention: This website is out of service."

Some other things related to Web searching that you may have missed, but will probably want to check out, are:

The listing of the top search terms for 2000. (I wonder what it says about AltaVista users that Britney Spears wasn't quite as popular with them as with users of Yahoo and Lycos.) For more, see "Search Terms of Endearment" at http://news.cnet.com/news/0-1005-200-4363268.html.

Findings that the Internet is far and away the first choice of information seekers (31.6% use the Internet compared to 3.6% who use libraries) – despite the fact that over half of those using search engines say they failed to find the desired/needed information. Visit "Internet Top Information Resource, Study Finds" at http://searchenginewatch.com/sereport/01/02-keen.html for more.

Findings that 71% of people report being frustrated – many after as little as 15 minutes – while searching the Web. [Eighty percent of people here were found to get what they need when searching, a finding not inherently reconcilable with the 71% frustration rate – but still interesting.] See "Engines Idling Roughly" at wysiwyg://11/http://www.thestandard.com/research/metrics/display/0,2799,22065,00.html.

Paid search listings – which are now everywhere. Yahoo has recently joined AltaVista, Lycos, HotBot, NBCi (formerly Snap), Netscape Search, and AOL Search in offering these.

From my experiences, I'd recommend taking a closer look at your own search favorites! Closer examination may reveal some changes that you'd been overlooking. Not all changes with a search site are as noticeable, and highly publicized, as Google's (http://www.google.com) searching of pdf documents.

Suggestions, comments, and guest contributions to this column are always welcome! Contact NetTalk editor Kate Manuel, librarian at California State University, Hayward, at (510) 885-2974 or kmanuel@csuhayward.edu.

## **Program Notes**

## From Baseball to Napster, Speakers Cover Popular Culture

by Karin Zilla

Our February Chapter meeting took place at the UC Berkeley Faculty Club, traditionally a popular venue. Forty-five members and their guests were treated to Darryl Brock's description of his research process in writing two historical novels. His latest book, Havana Heat, is set in the early part of the 20th century and deals with the challenges for an American deaf pitcher in the Cuban leagues. Brock's two historical novels have been about baseball, a game about which there is plenty of historical information since the game came to the urban East. But the early days aren't nearly so well documented. Brock described his greatest challenge when researching a book is to actually stop doing the research and get to the writing. Before writing his first book, If I Never Get Back, the author traveled to the towns where the early games of baseball were played. He spent hours in the local history rooms of the town library and received much assistance and welcome from the local librarian in the small towns of the mid-West and Plains states. Havana Heat research was primarily done from local libraries, with a few trips to Cuba to get more assistance from Cuban experts and to better frame the locations where Cuban baseball is played.

Everyone thoroughly enjoyed Brock's enthusiasm for writing and for the research process. Many in the audience were not baseball fans but could sense from Brock's description why so many of our Chapter members, including meeting planner **Tony** Landolt, so passionately enjoy the game. Certainly we are all looking forward to reading the book he is currently working on, which will be a sequel to *If I Never Get Back*. Look for it next year.

Rebecca Roberts, Managing Editor and on-air host for KQED's *Digital West\**, charmed the assembled members of both the San Francisco Bay Region and the San Andreas Chapters as the featured speaker at our March joint meeting. Bertolucci's in South San Francisco was the venue where about 18 members of the San Andreas Chap-

ter and 32 from San Francisco renewed old acquaintances and made new ones. The meeting was also the occasion for election of next year's San Francisco Chapter officers, reported elsewhere in this issue. Additionally, the meeting was an opportunity for Richard Geiger to present a summary of Association President Donna Scheeder's talk to the SLA Mid-Winter Meeting on the topic "Guaranteeing our Future". Donna's full presentation is available on the Association Web site.

Alison Manning, Knowledge Engineer with Semio Corporation, introduced Rebecca Roberts. Roberts raised some interesting points within the context of her talk, entitled "Napster: Intellectual Property and the Future of Digital Information." She impressed us all as an extremely articulate and polished woman who obviously works very hard. She even does her own research, verification and followup. She talked about the impact of Napster as representative of a new way of thinking about freedom of information, intellectual property in the Web environment, and the demographics of the Internet driving how and why it is utilized. The grass roots of the Web user community are likely to be college kids who will continue to drive its evolution even as they age and their interests change.

Roberts also touched on the tension between Silicon Valley and the politicians in Washington, D.C. The politicians think that the techies don't under-

stand how to get things done in Washington and why they must work within the system, while the high tech community sees the folks working "inside-the-beltway" as very un-savvy and unsophisticated when it comes to technology issues and planning for the future. She pointed to the



Continued on next page

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example of regulations that defined a supercomputer 20 years ago using processing numbers, speed, etc. Imagine the lawmakers' chagrin upon finding out today that a Game Boy qualifies as a supercomputer that by definition cannot be exported to China!

All in the room thoroughly enjoyed Rebecca Roberts' talk and her short remarks about growing up the child of Cokie and Steve Roberts in Washington. She has established herself as a respected professional in her own right; she is quite proud of her parents, too.

\*Note: Rebecca's KQED program has changed names and nights. Her program, *Springboard*, now airs on Tuesday nights at 7:30 on KQED.

Last I thank you, my readers and Chapter colleagues, for giving me this learning opportunity (and not squawking too loudly when I spelled your names wrong, left out your events, etc.). I have gained new skills, met lots of amazing people, and all in all thoroughly enjoyed myself.

What's next? I'd like to think a bit of a break from my usual long list of committees, task forces, publications, etc. We'll see if I have REALLY learned to stifle my right arm's tendency to spring into the air anytime a volunteer is requested!

## CONGRATULATIONS TO OUR NEW CHAPTER OFFICERS!

Tamara Horacek, President-Elect Kevin Canada, Treasurer Jaye Lapachet, Assistant Program Chair

## Kaleidoscope

by Eris Weaver

Susan Krauss, formerly at Mitchell Madison Group/marchFIRST library (which has unfortunately been closed), is now working at Deloitte Consulting's Business Information Center in downtown San Francisco. Her co-worker Negina Rood is someone with whom she attended library school in New York many years ago! Susan can be reached at 415-783-5216 or skrauss@dc.com.

Cindy Hill of Sun Microsystems reports that coworker **Christy Confetti Higgins** and her husband Mike Higgins celebrated the birth of their first child, Marley Sandra Higgins, on February 25, 2001. Marley is a happy girl, weighing in at 7 pounds, 3 ounces and 20 inches.

Eris Weaver has received a Pacific/Southwest Medical Regional Library Professional Develop-



ment Award to attend a CE course on "Managing Consumer Health Libraries: Continued Success" at the Medical Library Association conference in Orlando in May. As all three grants for which she's applied this year have been funded, she is feeling like "an irresistable grant magnet."

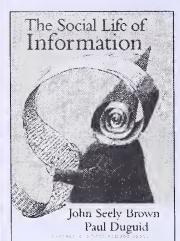


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**Building Career Partnerships** 

## **New Members**

by Beth Fain with Eris Weaver

Joanne Banko has been with Caliper Technologies Corp. in Mountain View for about one year. Caliper specializes in microfluidics systems used in high throughput drug screening. Currently she's working as the Materials Planning and Engineering Liaison. It's not a very library-oriented position, but she does a good deal of work with the engineering parts database. The bulk of her time is spent writing Engineering Change Orders (ECOs) and interpreting the materials impact of ECOs to the Operations folks.

Before Caliper, Joanne spent 13 years at Molecular Devices Corp, where she started out as an Assembler and ended up as an R&D Engineer specializing in printed circuit board design and manufacture.

Currently enrolled in San Jose State University's SLIS, she started the program in September 2000 and hope to complete it within three years, probably following the Special Librarian Track.

Lately Joanne hasn't had time to do much reading other than the newspaper and school related material; but when she does have time to read for pleasure, she enjoys escapist fare like murder mysteries. Nevada Barr and Tony Hillerman are favorites. The best recent movie seen was *You Can Count on Me*, which she recommends to anyone who has siblings.

Mimi Martinez McKay is Director of Library and Information Resources for the National Center for Farmworker Health. NCFH is a federally funded non-profit that serves community and migrant health centers throughout the country that serve the farmworker community.

Mimi responds to reference requests from clinicians and the general public on everything regarding the health of migrant farmworkers and works with researchers and academics from around the country toward increasing research in this area. Mimi did

her undergraduate degree at UC Berkeley, where she worked as a paraprofessional at Boalt Hall Law Library for six years in charge of the serials department. She earned a Masters in Journalism and an MLIS from University of Texas at Austin. She has also produced an ABC radio show, established libraries for the California Conservation Corps, conducted research for Bat Conservation International, and developed Web presences for several non-profits. Her favorite book is "anything by Czeslaw Milosz." You can find out more about the National Center for Farmworker Health at http://www.ncfh.org.

Alev Akman is Library Coordinator of Vincent E. Petrucci Library at Viticulture and Enology Research Center in Fresno, California. This is a solo librarian position in a specialized library serving the CSU-Fresno students, faculty, and researchers from the industry and public. She earned a BA in Psychology at Purdue University, 1981 and an MLIS at the University of Oklahoma in Norman, Oklahoma, 1996.

After starting to work in the Pioneer Library System in Norman, Oklahoma, in Technical Services, Alev started working on her master's. Her first professional position was in St. Gregory's University, Shawnne, Oklahoma, as the Technical Services Manager. She also works for Project Gutenberg (http://promo.net/pg) as the indexer and cataloguer.

Alev moved to Fresno in May to start this new job after living in Oklahoma for 12 years. About the move, she says it's "quite a change and I love it!"

The book she's reading right now is *Diamond Age* by Neal Stephenson. She says, "I am usually not a big sci-fi reader but I find it interesting how I have to adapt to a different way of looking at things and events. When I took my first Internet class, I re-

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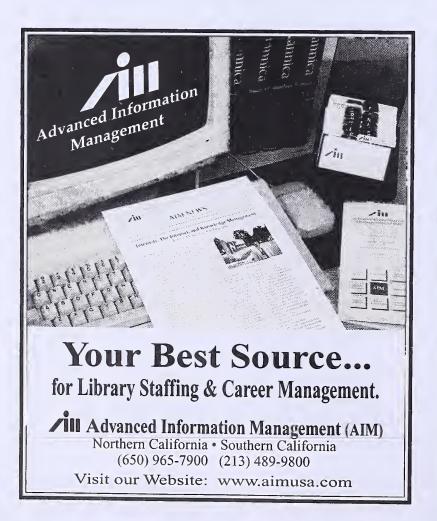
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member being recommended by the instructor to read another book by Neal Stephenson, *The Snow Crash*. I think the writer has an interesting outlook for the future. For example, I like the book (A Young Lady's Primer) in the Diamond Age that comes alive and customizes itself for the needs of its reader." You can reach Alev at 559-278-5388.

Keir Reavie is Education Coordinator for Clinical Programs in the Library and Center for Knowledge Management, University of California San Francisco. Aside from his main task of educating health care professionals and students to efficiently access and manage information in support of evidence-based health care, Keir is currently involved in integrating informatics education into the new School of Medicine curriculum at UCSF. Keir graduated with an MLIS from the University of Western Ontario, and before coming to San Francisco held positions at the Shiffman Medical Library of Wayne

State University, Detroit, and the Medical Library at the University of Manitoba, Winnipeg. It's impossible for Keir to recommend just one book — two recent reads that stick out in his mind are Fishing for Amber, by Ciaran Carson, and The Passion, by Jeanette Winterson. For more information on Keir's professional work check his web page at http://www.library.ucsf.edu/staff/reavie/.

— New members, please contact Beth Fain so we can start getting to know you! She can be reached at bfain@ncal.verio.com or bfain@dvc.edu, 510-849-1919 or 925-685-1230.



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## The LMD Information Odyssey

by Katherine Bertolucci

The Odyssey follows Ulysses on his adventures through Homer's world. In Stanley Kubrick's film 2001: A Space Odyssey, we journey through the distant past and into the distant future. SLA's conference in San Antonio is titled "2001, An Information Odyssey: Seizing the Competitive Advantage." Join the Library Management Division on an voyage from the beginning of information management to the future of our digital heritage.

The doors were gold, and hung on pillars of silver that rose from a floor of bronze.\* **Dr. Mohammed Aman**, Dean of the School of Library and Information Science at the University of Wisconsin, Milwaukee, will give a presentation on the Great Library of Alexandria, the new library and the International School of Information Science that open this year in Egypt (Monday, 6/11, 3:00pm). Titled "The Bibliotheca Alexandrina: A Link in the Chain of Cultural Continuity," the program is co-sponsored by DEDU.

Now the storm-winds have spirited him away we know not whither. Jeff Rothenberg, Senior Scientist at the Rand Corporation, offers "Digital Information Lasts Forever – or Five Years, Whichever Comes First" (Monday, 6/11, 10:30am). In his 1995 Scientific American article, Jeff addressed the growing problem of digital preservation. This entertaining and knowledgeable speaker will also present emulation as a solution. We're joined by Divisional co-sponsors DCHE, SITD, DMRM, DMAH, DPAM, DST, and KINF.

He... seized a disc, larger, more massive and much heavier. LMD's Consulting Section presents an information innovator. Gary Hoover will speak about "The Library as an Enterprise: Succeeding in a Competitive World" (Tuesday, 6/12, 9:00am). In the traditional second keynote timeslot, this presentation will show you how to seize the competitive advantage in the 2001 information odyssey. Gary founded the first book superstore in 1982 and 17 years later he started marketing business profiles.

I can throw a dart farther than anyone. One way to succeed in a competitive world is through "The Innovative Use of Enabling Technologies" (Monday, 6/11, 1:30pm). Richard Strayer of KPMG found a remote control screen-sharing software package that his company was using for its centralized help desk and reapplied it for training research staff. He redesigned technology to meet his own needs.

Now there was a watchman . . . to whom he had promised two talents of gold. Three professional futurists will show you a service that you can provide.

of Infinite Futures, Cody

Clark of the Institute for Futures Research, and Richard Fletcher of Deloitte Consulting present "You're a Futurist and You Don't Know It: A New Skill for Librarians" (Tuesday, 6/11, 3:00pm). The skills that futurists use to make predictions are the skills of librarians, including database searching so Dialog is our sponsor, of course.

We held our own against them, though they were more in number than we. LMD and DMAH visit the Daughters of the Republic of Texas Library at the Alamo. We'll meet at Alamo Hall where Warren Stricker, DRT Archivist, will present the slide show, "Remembering the Alamo: Documenting the Preservation of a Texas Shrine" (Wednesday, 6/12, 2:30pm) This beautiful hall is for private functions only. LMD is grateful to the DRT for waiving the rental fee. Afterward DRT Library Director Elaine Davis leads a tour.

Take my advice, call the Achaean heroes in assembly. Factiva's **Anne Caputo** returns with her "Senior Managers Roundtable and Luncheon" (Wednesday, 6/12, Noon – 2:45pm). This popular program allows senior managers to discuss the issues unique to upper management. Lunch is on Factiva, so come meet with your peers.

Ulysses. . . looked about him, but when he had looked long enough he crossed the threshold. Barb Spiegelman

Continued on next page

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Information Odyssey continued from previous page presents "Preparing for Flight: Getting Ready to Take Off on Your Own" (Wednesday, 6/13, 1:00pm). This Consulting Section program tells prospective consultants how to prepare for lifestyle transitions. If you're considering this move (or have already made it), be sure to attend the Consulting Section Business Meeting & Breakfast (Monday, 6/11, 7:30 – 8:45). You'll also want to to learn how to run your business in the Section's popular CE Course, "So You Want To Be A Consultant (Sunday, 6/10, 9:00am – 5:00pm) with Sylvia James and Mary Dzurinko.

Mentor, who had been a friend of Ulysses... rose to speak. We'll offer three Mentoring Breakfasts with senior managers in the LMD Suite (Monday, Tuesday & Wednesday, 6/11 – 6/13, 7:30 – 8:45am). Find/SVP is our sponsor. Just contact Jackie Knuckle (knucklej@chh.org) to reserve a space.

When the child of morning, rosy-fingered Dawn, appeared, we drew our ships into the water. The Knowledge Management Section Breakfast will feature "The Emerging Role of Information Professionals in Knowledge Management" (Tuesday, 6/12, 7:30-8:45am) with Alan Proctor, VP of Knowledge Management Services at LEXIS-NEXIS. His KM history includes stints at the FTC and Booz Allen & Hamilton. Thanks to sponsor LEXIS-NEXIS.

The Phaeacians were going to see the sports... and there were many excellent competitors for all the prizes. The Marketing Section's Swap and Shop will be in the Exhibit Hall so you have lots of time to view the entries. Submit your marketing materials now to this exciting event. Information is at http://www.sla.org/division/dlmd/mkt\_sect/s&s1.htm. Thanks to Factiva for sponsoring this SLA tradition and the cash prizes.

She made the wind fair and warm . . . while he sat and guided the raft. Another marketing tool is your business plan. Veteran instructors **Rebecca Jones** and **Jane Dysart**, present a new CE Course, "Positioning for Success: Building Business Plans" (Sunday, 6/10, 9:00am – 5:00pm). With proven service business models, they'll show you tactics of success. Be sure to read Rebecca's article on p. 23 of the December, 2000 Information Outlook, "Business

Plans: Roadmaps for Growth and Success."

A keepsake such as only dear friends give. LMD partners with other Divisions on two more programs. E-journal experts Carol Tenopir of the University of Tennessee and Donald King of King Research teach us about "Electronic Publishing and the Economics of Information" (Monday, 6/11, 1:30-4:30pm) in a program developed by DMRM, along with DBIO, DENG, DERM, DFAN, DITE, DMIL, DPAM, DPHM, DSOC, and DST. We're also co-sponsoring "Bat Girl Was a Librarian, and So Was Casanova!!!" (Tuesday, 6/12, 3:00-4:15pm). Organized by SENA, we'll be joined by DEDU, DMAH, DMIL, and DSOL. Alison Hall of Carleton University explores the image of librarians.

You will find your comrades eating and drinking in the midst of great abundance. The LMD Hospitality Suite will be sizzling (Sunday – Tuesday, 6/10 – 6/12, 9:00 to Midnight). Also attend the LMD Business Meeting and Luncheon (Monday, 6/11, Noon – 1:15pm) to see your LMD friends and to thank Basch Subscriptions for their continuing sponsorship. This is the initial year of the Karen J. Switt Management Leadership Award sponsored by the Cynthia Berger Group.

She sat me in a bath and began washing me... to take the tire and stiffness out of my limbs. Join LMD and DERM for "A Day at the Spa" (Thursday, 6/14, by appointment). We'll meet at the Menger Hotel's Alamo Plaza Spa, near the conference. Treatments are based on Father Sebastian Kneipp's therapies featuring stress reduction. Your European spa experience offers massage and facials, with an aroma therapy session, lunch and gratuity. Choose a morning or afternoon session. Attendance is limited, so register early.

\*All quotes from Homer's *The Odyssey*, translated by Samuel Butler, Internet Classics Archive, http://classics.mit.edu/Homer/odyssey.html, 1996-2000.

--- Katherine Bertolucci is Chair of SLA's Library Management Division and a Knowledge Management Consultant with Isis Information Services. She can be reached at isisinform@aol.com.

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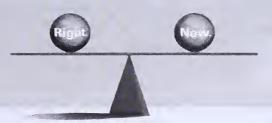
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## SLA-SF Joint Board/Advisory Council Meeting February 6, 2001

Attending: Marlene Vogelsang, Karin Zilla, Jo Falcon, Jeanne Fong, Tamara Horacek, Maggie O'Brien; Debbie Jan, Rita Evans, Wess Murdough, Bruce Thomas, Nick Robinson, Beth Graham, Nancy Adams

Called to order at 6:30

#### 1 Welcome

2 Approval of minutes: Minutes of the August 17th meeting were approved and posted to the website.

4(3) Treasurer's report/Midvear budget meeting review. We're doing reasonably well, with some cautions. The budget handout as presented is missing some income: \$979 from the Professional Development event, \$7,000 expected from SLA HQ, and \$300 from NOCALL for the SIMS event. The raffle prizes have not yet been claimed, and will cost from \$125 to possibly \$300. Conference travel, Directory cost, and sponsorships are also missing from the print report. Directory income and expenses are not yet known.

Debbie, Finance Committee: the third set of columns on the handout is an alternate budget based on year-to-date actual figures. This is a work in progress, subject to chairs' acceptance. Generally, allocations have been adjusted down to save us from ending the year with a loss of \$6000; we are shooting for under \$1000, ideally \$600. Budgeting is not easy or simple, as it involves

asking chairs at the beginning of the year to guess the monetary impact of events they've never done. Bruce asks if we have considered having outgoing chairs do budget, since they have less inexperience. Debbie points out that this is what should happen already, but doesn't always. Proposal to set aside time at annual meeting for this exchange. Rita suggests that Marlene ask chairs to include a budget summary in their Annual Reports. Debbie's offer to pass back old budgets to incoming chairs met with general approval, especially when Tamara adds actual expenses for year.

Nick's question on a "cushion" of funds was met by Marlene with the explanation that we try to keep a year's reserve in bank. The current apparent shortfall means not that we don't have the money available, but that we aren't accurately estimating. The chapter has some fat and some

lean years, with unpredictability a constant. A suggestion from the earlier Executive Board meeting was brought forward, that an expense checklist, budget timeline, and "Dinner Kit" (including a check-off expense sheet and pre-addressed envelopes to the Treasurer) be created to assist chairs in monitoring their committee's expenses..

Tamara mentions the possibility of special-purpose one-shot fundraisers for specific events, rather than out of the general accounts.

Directory update: the question arose whether we add new officers to the Directory before they're officially elected in March. Consensus was that since we're calling for nominations and write-ins, we cannot assume that the official slate will all be elected. We could instead publish a

Directory addendum of the new officers and the new committee chairs, who definitely will not be known till long after the election. This may be done as a note on the roster, "this page will be superceded," and a page in Bayline headlined "xerox this to replace page X of your Directory," perhaps with a Change Your Directory Day announced on the discussion list/exploder.

3(4) Program Calendar Update, Karin Zilla. The flyer for the February event is out, but Marlene wil announce some addenda. March is a joint meeting with San Andreas at Bertolucci's in South San Francisco, with Rebecca Roberts of KQED speaking on high-tech issues and copyright. April will feature the neighborhood dinners, coordinated by Ella Hirst. May 24th is reserved for dinner and a movie at Dolby Labs, with behind-the-scenes tour by the projectionist; the original thought was for a librarian-oriented film but we may manage a sneak preview of a new blockbuster instead — or Crouching Tiger/Hidden Dragon. Karin at

and the Hospitality Committee were thanked for finding different venues.

5 Administrative Calendar update. Approved as posted to the web, with minor typographical edits and a few new dates. The web team is asked to add in external events like the ALA conference in SF, that will affect our planning. That revised calendar will be published in Bayline as well.

#### 6 Old Business

Anne Caviness' project, "SF Libraries Uncovered," did not win its grant, and is being redesigned to a Web-only version with minimal cost (\$400). Further discussion of this project is tabled for the time being. Roberto Estevez has phoned Marlene about presenting a 10 min. update on the Golden Gate Library Network at our February chapter meeting. This fits in with

Anne's project and the search for partnering opportunities. Angie Brunton attended the California Millennium Consortium and will present on the subject at CLA Sacramento. She didn't see many SLA members at the conference. The Consortium is looking for special, medical, and law library members. She and Peggy Watson will be on the Consortium Board representing Special Librarians. Rita raised some issues re confidentiality, the constraints for special libraries with proprietary data, the "what's in it for me" question - can the outreach work? There remains much to discuss, but in a different forum.

#### 7 New Business

Candidates - The proposed slate of officers is Tamara Horacek for

President-Elect, Kevin Canada for Treasurer, Jaye Lapachet for Asst. Program Chair. Thanks to Charlotte Sanders & Linda Vida for getting it done.

Bayline Index - Terry Dean has it completed up to Summer 96, Tim DeWolf has done a browsable version to be posted soon. Terry will finish indexing to 1998, but who should take over - Bulletin committee, Archivist, a volunteer indexer who does nothing else? Who should do the web version, particularly when the site is moved? Start thinking about this, and see e-mail for discussion at next meeting. Rita suggests that logically, it should be the Bayline editor, but she's overworked; a separate volunteer attached to the Bayline committee would be best. Longterm, what if we go to a web-only Bulletin? Marlene will get more infomation before turnover meeting.

ALA - Maggie. The ALA Conference is June 14-18. Rob Estevez is the local ALA contact: they've been phone tagging so far, but will be proposing dinner buddies, etc. Marlene thanks Maggie for plugging away at finding the contact, which was not easy.

Awards - Jeanne Fong and her committee members Diane Rosenberger and Deb Hunt remind us the deadline for nominations is April 13, for awards to be announced at the September meeting.

Procedures updates: Marlene will ask committee chairs to download the existing procedures from our website <a href="http://sims.berkeley.edu/sfsla/letter-head/letterhd.html">http://sims.berkeley.edu/sfsla/letter-head/letterhd.html</a> >, make

changes and send them to Jeanne. Remember that the manual is a living document.

Annual reports are due to Marlene on April 2. Sending them electronically is fine (though HQ had problems last time). See copies of past reports on the web for examples <a href="http://sims.berkeley.edu/sfsla/organiza/annlrpts/annlrpts.html">http://sims.berkeley.edu/sfsla/organiza/annlrpts/annlrpts.html</a> Please include discussion of the committee's budget.

Winter Meeting: Many San Francisco chapter people were visible at the at regonal and national level - Richard Geiger, Linda Vida, Catherine Bertolucci(?), Lynn Dix, Chris Hardesty, Ava Rose, Christy Confetti-Higgins. The search for a new Exececutive Director should conclude by the conference in June. Donna Sheher spoke on "SLA: Guarantee the Future," which Richard will recap at our March meeting. Five task forces are looking at various functions of the association: "branding," membership increase/retention, simplification of procedures and activities, streamlining conference planning, and identifying partnerships. Suzy Hayes spoke on mentoring. The website redesign is ongoing, with an emphasis on ease of downloading mailing data. The Board is limiting listservs (even chapter listservs, if hosted by SLA HQ) to members only as a member benefit, amid much controversy since many see it as good networking with outside prospects - even a recruiting tool. A lively roundtable at conference end covered such topics as an E-Bay fundraising auction, Evite meetings, and an e-chat/program meeting. If interested in working

the association level, see Hope 's note on the SLA website. Rita points out that it's very different from regional or divisional involvement, "an eye-opener," offering insight into the association and great networking. It can be overwhelming, but is largely virtual and requires little physical attendance at meetings.

Maggie came away from the meeting fascinated with how peopleidentify themselves; titles ranged from information project manager,knowledge analyst, asst. commissioner of education for libraries,information consultant, and director of internet strategies, to "mylibrary's the Center of Creativity, and I'm the Spark." "I can see thefuture through the SLA today."

8 Committee reports Tamara reports for Linda that we have \$400 in funds and 'spins,'and are working for \$5000 but may be thwarted by the downturn in themarket. Kevin in Advertising has one new/returning client, EBSCO, and needs help looking for his replacement in the event he becomes Treasurer. The credit card situation is that SLA HQ will NOT take payments on our behalf and reimburse us: this violates their license with the card vendor. We can set up our separate regional card agreement with a \$35/month minimum for a minimum two year commitment, plus \$100 for software and a \$50 startup fee. If only one more person comes to each meeting because of this, it pays for itself. Sponsors want to pay with cards, and Jobline income would be easier to collect. Approval seemed general; the

Board will vote by email in the hope to get in place for September. Maggie suggests offering a package deal for the whole year's meetings/events — season tickets.

Marlene, reporting on Jobline for Debbie Sommers, states that it's proceeding with no problems. The phone Jobline was discontinued Dec. 31, and the committee downsized.

Maggie: Bulletin is on budget and on deadline. She regrets that Eris always misses meetings because she's working on the current issue.

**Deb Hunt** is out of town and hasn't reported on the listsery, but it appears to be active and problem-free.

Jeanne reports that Alice of Consulting is still waiting by the phone.

Marianne Mahoney wants committee materials for the **Archives** by April 1, and will email a reminder.

Karin: Sara Cervinsky is still Hospitality Chair despite her new job. She tried to get a new person involved but he can't do Thursdays. The Tours Committee seems to have lost its chair but has scheduled the SFO/Museum of Flight for March 6th and is working on a tour of the Exploratorium Learning Studio near the end of April.

Marlene, noting that Chris couldn't make it, sates that little is happening in Government Relations.

Rita: the Strategic Planning committee has a plan in place, and is getting together with Program for a joint planning meeting. They have good input from the survey on what people want, and need to follow through better.

Bruce finally received the **Directory** data from HQ, and is now shopping for low bids on printing, in hopes of having it printed for the March meeting. He ahs one sponsor so far (Dialog, back cover), and is still looking.

Marlene adds that Bruce's San Andreas counterpart is leaning on EBSCO and some other potential advertisers.

Nancy Adams has nothing to report for **Networking** beyond what we've seen on the listserv. Marlene suggests that we archive the Best Of Networking on the website.

Beth Graham: The Professional Development event was well attended and well received. Jeff DeCagna hasn't submitted expenses so we don't yet know how much we lost, but the evaluations were good. Tamara will email Jeff with a reminder of the financial report deadline and a customized check request form. Beth spoke with Jane Ibl about doing a spring joint event, but what? The topics we're offered are too small, more like InfoPeople workshops.

Nick is redesigning our website with Tim DeWolf - it looks old-fashioned, needs to market better to new members, should include a search engine and databases.

They can do the information ar-

chitecture, and have a redraft ready; but got no volunteers for the cosmetic redesign except at the student level of skills and experience. They have a referral to consultant Mark McGowan, but need to know how high a priority and what resources are available given the budget revision. McGowan's fee would exceed what seems available, but we could do a specific fundraiser, look at using onsite ads, or split the expense into two fiscal years. The redesign could involve moving to the SLA server for better searchability and use of ColdFusion. Marlene thanks them both for their work and for prompt updates, and Nick for continuing as web chair.

Wess figures the SIMS reception brought out perhaps 50 people: SLA and NOCALL members, students, and some faculty. Though there was a drawing for a student membership, a free dinner meeting, and a professional development event, he hasn't heard from the winners yet.

Maggie reports that membership is down somewhat, below the 600 mark. Some who failed to renew have moved, some changed jobs so much SLA no longer fits their needs... this is in line with what the association is facing overall.

Marlene advises that we all think about grooming our successors, and about the future of the chapter, with a view to discussion at the turnover meeting.

9 General discussion

Thursday, June 28 is set for the turnover meeting, at PG&E again. Marlene thanks attendees again and reminds us that March is "Love your Library Month" and April 5th "International Special Librarians Day."

Meeting adjourned 8:32

Respectfully submitted, Jo Falcon, Secretary

## Calendar

## MAY

Business Meeting, Barbecue & Membership Appreciation Day for SLA San Andreas members; Huddart Park, Woodside 12:30 - 2 p.m. Contact: Jonathan Silver, jonathan.silver@dnax.org or http://www.san-andreas-sla.org

15 - 17 InfoToday 2001, New York, NY. Contact: Information Today, 609-654-6266.

25 - 31 Medical Library Association Annual Meeting, Orlando, Florida. Contact: MLA, 312-419-9014. 29
Digital Information: Access and Preservation in a Changing World, ABLE North program, Stanford University. 8:30 a.m. - 3:30 p.m.Contact: Simone Yu, (650) 725-2006.

#### JUNE

9-14
2001: An Information Odyssey: Seizing the Competitve Advantage. SLA annual conference. San Antonio, TX. Contact: SLA (202) 234-4700.

14 - 20 American Library Association Annual Conference, San Francisco. Contact: ALA, 800-545-2433.

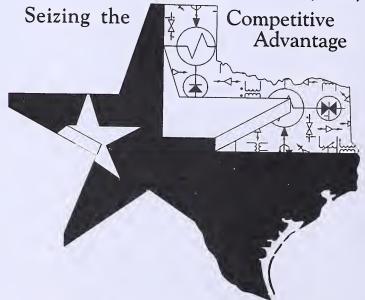
### NOVEMBER

2 - 5
California Library Association
Annual Conference, Long Beach.
Contact: CLA, 916-447-8541.

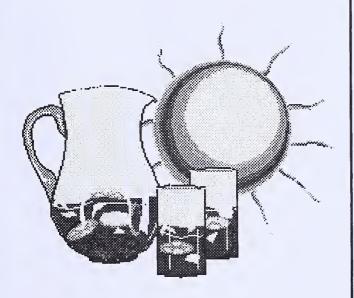
4 - 8 Internet Librarian 2001, Pasadena. Contact: Information Today, (609) 654-6266.

> To list an event contact Chris Orr at 415-365-3745 or chris\_orr@sfo.landor.com. Calendar events are updated biweekly at http://www.sims.berkeley.edu/ sfsla/.

2001 - An Information Odyssey



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